

# 10 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    OF T/C						K E Y	HOUSEHOLD AUDIENCES  AVG.      AVG. AUD.    SH    AUD. %       %    0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING    LOH				W O M E N					M E N					T E E N S		CHILDREN						
									PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.					
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-				
								17	17	11	11																				
EVENING																															
A DIFFERENT WORLD(R)								A	22.2	36	1967	1741	299	263	97	715	320	515	440	294	165	434	217	320	261	164	91	242	150	349	234
THU      8.30P      30      NBC      3								B	24.3	40	2153	1780	319	267	101	767	319	522	457	325	203	444	210	314	263	183	106	232	129	338	227
207      99      CS      26								C	25.0	39	2212	1808	354	295	100	833	331	532	462	343	251	476	203	316	277	204	128	205	113	294	190
A YEAR IN THE LIFE								A	11.3	18	1001	1504	329	258	111	891	300	498	441	390	337	355	127	205	199	155	127	133	85	124	78
WED      9.00P      60      NBC      3								B	11.5	19	1016	1522	326	265	109	871	298	507	462	387	312	388	138	229	219	179	134	124	75	140	83
199      98      GD      22								C	12.1	19	1071	1551	328	267	97	859	298	502	459	379	304	430	159	259	241	194	142	128	77	133	80
9.00 - 9.30								A	11.2	17	992	1533	333	265	103	900	289	494	433	399	349	365	121	208	206	169	133	134	82	133	85
9.30 - 10.00								A	11.4	18	1010	1475	324	251	118	882	311	503	449	380	325	346	132	203	192	140	121	133	88	115	71
AARON'S WAY								A	13.0	21	1152	1624	285	199	66	919	178	393	409	460	453	449	85	191	176	215	244	99	57	157	92
WED      8.00P      60      NBC      4								B	14.2	23	1260	1681	288	206	65	897	180	410	424	454	419	500	116	244	233	248	229	105	59	179	110
202      98      GD      6								C	16.0	26	1420	1678	293	205	62	894	172	402	424	461	419	521	118	241	240	262	244	107	65	156	93
8.00 - 8.30								A	12.4	21	1099	1608	278	197	66	920	178	387	399	452	463	442	78	183	169	211	248	93	58	152	87
8.30 - 9.00								A	13.6	22	1205	1638	290	201	66	917	178	399	419	467	444	455	91	199	182	220	240	104	56	162	96
ABC SUNDAY NIGHT MOVIE								A	17.4	28	1542	1718	295	238	67	692	219	425	408	358	219	812	259	534	548	449	211	102	29^	111	67
SUN      9.00P      120      ABC      4								B	13.0	22	1151	1773	305	250	86	663	261	452	413	319	168	738	304	540	507	369	141	161	60	211	139
215      99      FF      10								C	14.1	23	1253	1778	315	258	82	723	272	474	441	348	196	747	291	520	489	376	168	142	58	166	106
FRANK NITTI: THE ENFORCER								A	16.1	25	1426	1758	307	247	70	708	217	422	410	366	237	790	247	516	530	432	210	108	36^	152	94
9.00 - 9.30								A	17.5	28	1551	1733	300	239	72	698	222	428	415	359	219	814	256	534	548	452	215	105	31^	115	67
9.30 - 10.00								A	18.2	29	1613	1708	285	232	61	688	216	425	404	359	216	820	263	541	557	458	212	102	26^	97	57
10.00 - 10.30								A	17.9	30	1586	1666	287	234	64	671	221	422	400	345	205	818	269	541	553	450	207	93	23^	84	51
10.30 - 11.00								A	29.4	49	2605	1621	380	301	89	920	305	548	521	439	303	525	192	346	334	255	134	91	55	85	57
ACADEMY AWARDS(S)								A	27.3	42	2419	1602	361	278	87	906	287	507	487	432	329	492	174	303	295	231	145	99	58	105	74
MON      9.00P      190      ABC      3								A	29.8	45	2640	1638	382	301	100	933	298	537	513	448	325	499	185	320	312	233	135	102	62	104	70
220      99      AC      27								A	32.1	50	2844	1639	386	308	92	926	299	552	526	448	305	517	191	346	335	252	127	100	60	96	62
9.00 - 9.30								A	31.2	50	2764	1627	381	304	86	916	301	549	521	434	302	532	195	353	343	260	132	93	57	86	57
9.30 - 10.00								A	29.2	51	2587	1613	378	304	85	913	319	563	530	428	284	542	197	360	349	269	132	86	48	72	46
10.00 - 10.30								A	27.9	55	2472	1604	388	308	86	921	323	571	539	439	283	552	203	376	357	276	134	74	46	57	37
10.30 - 11.00								A	26.5	58	2348	1584	387	306	87	911	316	564	536	444	276	562	213	389	368	280	129	66	42	46	29
11.00 - 11.30								A	15.6	25	1382	1804	269	241	97	641	262	441	376	280	171	463	216	352	303	200	83	225	115	474	305
11.30 - 12.00								B	18.2	29	1615	1855	276	244	90	683	275	469	402	295	180	501	245	390	325	207	85	232	111	439	295
12.00 - 12.30								C	18.8	28	1669	1929	312	264	99	730	313	506	443	303	181	519	245	400	345	227	94	236	110	444	288
ALF(R)								A	16.3	31	1444	1659	290	210	79	832	218	412	405	373	364	439	121	215	197	210	191	164	89	223	161
MON      8.00P      30      NBC      3								B	16.4	30	1455	1700	306	231	86	843	248	445	413	369	348	443	146	238	214	193	179	173	106	241	169
205      99      CS      26								C	17.5	31	1555	1735	322	239	69	869	243	430	407	383	380	490	156	262	243	220	194	155	95	221	154
AMEN(R)																															
SAT      9.30P      30      NBC      4																															
205      99      CS      26																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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18 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																T E E N S		CHILDREN					
DAY	TIME	DUR	NET	NO. OF T/C	TYPE		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-					
										PERS (2+)	WOMEN 18+	LOH 18-49 W/CH 49	<3	TOTAL	34	49	54	35- 64	55+	TOTAL	34	49	54	64	55+							
EVENING CONT'D																																
GROWING PAINS(R)-CONT'D																																
WED	8.00P	30	ABC	4	B	16.9	28	1501	1716	316	266	100	721	328	495	419	280	188	448	227	332	280	173	91	229	127	317	206				
	210	95	CS	6	C	17.7	29	1568	1731	316	268	100	728	328	496	422	284	193	459	225	338	285	185	95	235	127	309	199				
HEAD OF THE CLASS(R)																																
WED	8.30P	30	ABC	3	A	12.7	20	1125	1637	346	291	110	697	342	509	419	268	154	395	188	276	258	170	85	248	149	297	181				
	204	95	CS	25	B	15.6	25	1385	1695	314	267	110	708	344	503	421	263	168	427	218	323	272	171	80	243	139	317	207				
					C	16.7	26	1478	1734	326	276	104	738	337	503	436	285	192	482	236	359	310	198	95	215	114	299	197				
HEARTBEAT																																
WED	10.00P	60	ABC	4	A	12.3	21	1090	1464	379	318	128	848	363	593	543	394	200	429	187	292	280	191	104	82	51^	105	65				
	215	99	GD	4	B	13.6	24	1205	1516	368	310	121	840	364	584	535	377	205	429	193	309	291	193	90	110	68	138	84				
	10.00 - 10.30				C	13.6	24	1205	1516	368	310	121	840	364	584	535	377	205	429	193	309	291	193	90	110	68	138	84				
	10.30 - 11.00				A	11.9	20	1054	1476	383	322	127	844	363	595	546	393	194	427	185	288	277	193	103	91	51^	115	73				
					A	12.7	23	1125	1453	376	315	128	852	363	591	541	395	206	432	189	295	284	189	105	73	51^	97	58				
HIGH MOUNTAIN RANGERS(R)																																
SAT	8.00P	60	CBS	2	A	8.9	18	789	1680	248	187	68^	730	151	346	347	378	332	655	168	331	323	317	277	129	57^	165	86				
	204	98	A	13	B	8.9	17	789	1728	265	200	64	782	159	372	374	397	353	647	163	325	332	327	267	122	57^	176	107				
	8.00 - 8.30				C	11.2	19	990	1862	301	214	58	827	185	396	408	423	367	718	192	371	373	369	288	112	49	205	126				
	8.30 - 9.00				A	8.1	16	718	1647	240	172	64^	732	142	314	323	353	364	642	141	296	293	309	300	128	56^	145	74^				
					A	9.7	19	859	1707	255	199	71^	730	158	372	366	399	305	666	190	360	348	324	258	129	57^	183	95				
HIGHWAYMAN																																
FRI	8.00P	60	NBC	3	A	9.4	18	833	1704	238	197	93	700	223	441	391	371	215	578	232	384	317	247	170	194	48^	233	147				
	200	97	A	6	B	9.2	17	812	1681	220	179	77	661	217	394	363	321	219	622	228	392	351	295	189	157	47	240	162				
	8.00 - 8.30				C	10.5	19	926	1707	219	180	72	654	202	384	355	320	226	641	234	403	362	293	195	173	50	238	156				
	8.30 - 9.00				A	8.8	17	780	1731	229	189	84	705	215	427	388	376	230	578	220	370	308	252	184	194	56^	253	165				
					A	9.9	18	877	1698	249	206	102	702	232	458	397	370	203	583	246	400	328	246	159	195	42^	218	134				
HOOPERMAN																																
WED	9.00P	30	ABC	2	A	12.5	19	1108	1630	347	282	103	714	292	480	438	313	196	480	210	329	318	219	108	202	107	234	140				
	210	97	OP	23	B	13.6	22	1201	1637	332	269	99	725	328	504	449	304	177	471	216	334	309	211	97	193	104	248	161				
					C	15.3	24	1352	1667	314	256	97	760	292	476	441	339	233	540	218	362	326	252	143	159	81	208	136				
HOTEL(R)																																
THU	9.00P	60	ABC	4	A	8.0	13	709	1531	303	228	74^	833	236	425	385	412	357	426	170	234	198	173	166	89^	61^	184	110				
	199	98	GD	6	B	8.0	13	709	1535	330	242	65	852	221	422	425	419	359	451	149	230	200	204	193	88	51	144	77				
	9.00 - 9.30				C	7.8	13	693	1534	319	240	60	858	212	419	426	419	369	447	143	227	200	204	194	95	57	133	77				
	9.30 - 10.00				A	7.4	12	656	1533	306	228	71^	826	224	409	371	418	366	430	167	231	198	179	174	87^	63^	189	114				
					A	8.7	14	771	1512	296	225	76^	828	243	434	392	402	346	417	170	235	196	166	157	90	58^	177	106				
HUNTER(R)																																
SAT	10.00P	60	NBC	4	A	14.8	29	1311	1628	281	201	73	781	219	391	375	366	333	536	166	281	256	276	218	136	74	173	123				
	207	99	OP	6	B	14.2	28	1258	1671	301	224	68	798	222	418	391	381	327	545	158	287	274	278	226	146	83	183	125				
	10.00 - 10.30				C	15.1	29	1336	1683	304	230	67	797	224	429	397	390	317	566	169	304	290	290	225	140	81	180	125				
	10.30 - 11.00				A	14.5	28	1285	1640	285	201	76	797	221	395	378	374	343	521	156	270	248	271	215	142	78	180	128				
					A	15.1	30	1338	1616	277	201	69	767	218	387	372	358	324	551	176	291	265	280	220	131	71	167	117				
IN THE HEAT OF THE NIGHT																																
TUE	9.00P	60	NBC	4	A	16.6	26	1471	1591	266	192	58	826	187	414	412	451	343	608	136	313	328	337	238	74	31^	83	54				
	201	99	OP	5	B	16.9	27	1497	1644	272	190	56	832	162	379	408	455	374	642	137	305	313	359	284	78	33	92	57				
	201	99	OP	5	C	17.1	27	1515	1639	274	190	56	829	163	376	402	450	375	641	138	301	307	354	287	79	34	90	56				
CONT'D																																

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
								PERS (2+)	WOMEN 18- 49		18-49 W/CH <3	18- 18- 25- 35- TOTAL 34 49 54 64 55+					18- 18- 25- 35- TOTAL 34 49 54 64 55+					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# 24 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18- 49	LOH 18-49 W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11	
EVENING CONT'D																															
NIGHT COURT(R)-CONT'D																															
FRI	9.00P	30	NBC	4	B	11.7	20	1037	1760	301	253	93	734	283	493	449	343	190	620	246	426	380	294	157	152	68	255	158			
	203	99	CS	4	C	11.7	20	1037	1760	301	253	93	734	283	493	449	343	190	620	246	426	380	294	157	152	68	255	158			
OHARA(R)																															
SAT	9.00P	60	ABC	4	A	8.0	15	709	1693	291	217	53^	795	160	410	415	460	329	628	156	333	336	339	251	83^	42^	186	124			
	195	97	OP	11	B	8.0	14	704	1679	295	211	55	777	160	381	392	425	334	636	149	340	339	351	249	78	34^	187	117			
	9.00 - 9.30				C	8.6	15	761	1696	294	219	61	783	167	391	406	422	331	653	154	350	354	353	253	88	39	171	116			
	9.30 - 10.00				A	7.4	14	656	1681	289	213	51^	789	160	398	411	453	331	636	161	342	345	340	247	76^	41^	181	123			
					A	8.7	16	771	1683	289	218	54^	792	159	415	413	461	323	614	151	323	323	334	252	88	41^	189	124			
OUR HOUSE(R)																															
SUN	7.00P	60	NBC	3	A	8.6	16	762	1631	231	166	30^	741	156	308	297	336	382	499	164	243	250	213	213	166	111	226	175			
	200	98	GD	26	B	8.5	16	750	1665	275	206	43^	761	198	371	343	343	335	489	158	258	243	223	194	164	99	251	191			
	7.00 - 7.30				C	11.5	19	1016	1813	325	262	67	807	242	442	416	365	312	569	194	343	322	275	179	169	92	268	188			
	7.30 - 8.00				A	8.0	16	709	1610	218	147	26^	744	145	287	287	330	405	514	164	241	248	221	225	146	100	206	154			
					A	9.2	17	815	1649	242	182	33^	738	165	326	305	342	362	486	164	244	252	205	202	183	121	243	193			
PERFECT STRANGERS(R)																															
FRI	8.00P	30	ABC	4	A	11.1	22	983	1568	319	246	67	779	280	421	389	323	304	451	155	269	244	227	146	156	102	182	119			
	213	99	CS	7	B	11.9	22	1057	1627	285	222	83	780	250	414	396	329	311	460	168	282	258	221	145	141	89	246	159			
					C	12.4	23	1099	1673	288	225	94	785	262	434	416	334	294	458	171	278	260	215	143	143	88	287	185			
POLITICAL:L. LA ROUCHE(S)																															
TUE	8.00P	30	CBS		A	3.3	6	292	1386	201^	138^	45^	605	127^	198^	210^	240	362	588	169^	327	335	306	214^	59^	23^	134^	48^			
	192	95	P																												
PRESIDENTIAL PORTRAIT																															
TUE	9.52P	1	CBS	8	A	13.3	21	1174	1584	327	254	76	857	252	452	438	399	344	494	148	257	248	243	192	102	46	131	72			
	207	96	DO	69	B	12.0	20	1065	1564	304	234	76	819	242	434	419	380	335	507	171	281	268	239	187	97	44	141	82			
	9.58P	1			C	12.9	21	1144	1583	319	239	73	847	238	438	424	400	350	531	162	290	279	260	204	92	46	113	69			
PROBE																															
THU	8.00P	60	ABC	4	A	8.8	15	780	1649	277	194	61^	761	196	390	395	424	305	563	199	325	324	296	181	137	47^	188	113			
	203	98	A	6	B	8.7	14	769	1604	295	223	63	749	205	401	409	395	284	578	190	344	336	302	188	107	45	169	102			
	8.00 - 8.30				C	8.7	14	769	1628	293	225	61	759	211	413	413	388	282	591	196	355	349	300	193	108	51	170	104			
	8.30 - 9.00				A	8.3	14	735	1639	278	199	66^	774	198	383	393	418	320	545	189	304	302	283	184	132	45^	189	112			
					A	9.2	15	815	1676	279	193	58^	758	197	400	401	434	295	585	211	347	347	311	180	144	49^	189	114			
RINGLING BROTHERS CIRCUS(S)																															
FRI	8.00P	60	CBS		A	13.7	26	1214	1741	248	149	67	811	160	303	301	357	459	559	127	229	231	228	303	82	39^	288	141			
	210	99	GV																												
	8.00 - 8.30				A	12.7	25	1125	1707	254	152	63	808	154	299	296	357	459	550	125	221	220	211	303	87	43^	263	131			
	8.30 - 9.00				A	14.8	27	1311	1758	241	145	70	808	164	304	303	355	455	564	129	235	238	241	302	77	34^	309	149			
SIMON & SIMON(R)																															
THU	9.00P	60	CBS	3	A	11.8	19	1045	1604	285	212	59^	798	199	406	408	415	328	578	162	302	272	300	234	92	38^	135	84			
	204	92	PD	16	B	12.5	21	1110	1612	273	204	69	794	195	401	404	399	335	581	168	307	300	287	227	100	41	137	95			
	9.00 - 9.30				C	12.7	20	1126	1635	282	204	69	820	201	407	403	404	354	574	168	309	308	285	216	100	48	141	88			
	CONT'D				A	10.7	17	948	1593	283	200	42^	797	167	382	391	439	344	600	151	298	273	318	257	75	30^	121	74			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## 26 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
								TOTAL WORKING PERS				LOH 18-49	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	18- W/CH	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 49	18- 

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

APR. 11-17, 1988

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 18+	49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	TOT. 14	TOT. 5	MALE 6- 11	FEM. 6- 11	
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	9.9	20	875	236	167	789	146	312	336	380	411	510	115	235	244	254	236	24^	30^	24^	37^	18^	22^
MON-FRI 6.30P	30	ABC	20		B	10.1	20	894	231	161	788	148	303	333	371	418	538	122	245	250	260	254	24^	26^	20^	29	18^	17^
214 99 N 143					C	10.9	20	964	232	164	773	148	310	326	377	407	568	128	253	272	271	264	26^	28	24^	37	21^	20^
ABC WRLD NEWS TONIGHT-SAT					A	6.6	16	585	141	105^	680	90^	241	247	316	389	649	127	277	322	331	278	26^	33^	26^	54^	34^	21^
SAT 6.30P	30	ABC	4		B	6.5	15	574	178	115	711	102	227	237	301	442	647	114	241	285	328	318	31^	27^	23^	40^	31^	15^
182 93 N 19					C	7.4	15	659	210	135	733	116	248	269	337	428	634	143	272	298	304	291	30^	27^	27^	36^	28^	22^
ABC WRLD NEWS TONIGHT-SUN					A	5.1	11	452	201	139^	678	84^	241	285	356	374	647	147	338	384	376	243	31^	17^	18^	10^	34^	4^
SUN 6.30P	30	ABC	4		B	5.3	12	474	227	142	726	129	268	285	348	387	672	171	323	337	332	280	27^	25^	21^	28^	38^	20^
167 86 N 27					C	6.7	13	595	227	161	750	147	289	297	340	408	633	150	292	302	310	286	37^	31^	35^	33^	28^	30^
CBS EVENING NEWS-RATHER					A	10.1	21	895	212	133	750	113	240	261	303	461	572	85	203	215	273	329	20^	12^	14^	24^	14^	15^
MON-FRI 6.30P	30	CBS	20		B	10.1	21	894	214	135	769	116	257	278	329	458	583	91	210	223	278	331	22^	19^	15^	26^	19^	19^
211 99 N 149					C	11.6	21	1025	220	136	760	126	268	291	333	435	590	101	225	232	282	327	27	21^	23^	34	22^	22^
CBS EVENING NEWS-SUNDAY					A	6.6	15	585	239	148	730	82^	213	221	336	481	710	136	269	275	336	387	39^	12^	22^	20^	31^	12^
SUN 6.00P	30	CBS	3		B	6.3	15	558	194	115	661	86	207	221	302	415	699	158	312	329	326	323	33^	21^	21^	18^	20^	9^
189 90 N 16					C	7.2	14	640	211	135	717	100	229	256	319	435	659	136	278	285	307	339	23^	20^	20^	19^	18^	14^
CBS SAT. NEWS-SCHIEFFER					A	6.2	15	549	226	126	779	115^	218	232	312	505	591	93^	179	182	240	378	11^	13^	11^	2^	33^	3^
SAT 6.30P					B	6.2	15	546	210	130	717	108	216	237	294	449	632	130	250	233	269	353	16^	13^	13^	14^	29^	9^
164 91 N 24					C	6.8	14	604	194	118	727	106	218	238	288	457	637	129	251	253	289	346	25^	20^	25^	31^	22^	15^
NBC NIGHTLY NEWS					A	8.7	18	769	201	133	770	131	256	280	326	449	547	108	207	230	246	292	19^	27^	17^	22^	19^	14^
MON-FRI 6.30P	30	NBC	20		B	8.9	18	789	206	136	791	130	261	282	330	469	560	115	221	241	253	289	27^	31^	24^	28^	17^	18^
204 99 N 144					C	10.4	19	918	210	144	791	129	276	305	343	449	587	134	251	261	262	288	28^	31	27^	33	19^	21^
NBC NIGHTLY NEWS-SUN					A	7.6	17	673	215	145	769	134	268	281	348	440	648	159	298	304	291	287	29^	35^	36^	34^	45^	48^
SUN 6.30P	30	NBC	4		B	6.5	15	571	208	131	754	109	248	273	335	443	674	129	269	296	327	338	29^	25^	32^	28^	29^	26^
179 92 N 16					C	6.9	13	610	225	146	795	118	260	285	338	472	661	134	270	284	296	337	30^	27^	28^	29^	27^	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



34 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR.11-17,1988

PROGRAM NAME  DAYTIME#STNSDURNETNO. OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. %SH %AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S				
									PERS	18- 49	25- 54		15- 24	TOTAL	18- 34	18- 49	18- 49	21- 54	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17
LATE FRINGE																													
ABC NEWS:NIGHTLINE						A	6.1	17	538	1389	267	193	201	72	714	199	365	343	397	364	48^	552	168	316	298	341	321	20^	36^
TUE 11.30P 31 ABC 18						B	5.9	17	521	1389	272	202	208	65	725	195	378	363	417	380	61	561	188	331	304	355	333	25^	31^
213 98 N 111						C	5.4	16	483	1400	254	184	192	65	713	183	359	342	400	364	64	581	183	326	302	362	334	25^	23^
WED-FRI 11.30P 30																													
11.30 - 12.00						A	6.1	17	538	1391	268	193	201	72	715	200	365	343	397	364	48^	553	168	316	298	342	322	20^	36^
12.00 - 12.30						A	5.4	18	478	1346	249	180	179	49^	651	203	375	357	403	379	68^	553	210	354	323	373	348	27^	13^
ABC NEWS:NIGHTLINE SPEC.(S)						A	5.4	28	478	1335	350	256	253	79^	812	247	470	460	517	454	49^	449	191	312	278	329	315	16^	22^
MON 1.05A 30 ABC																													
213 98 N																													
1.00 - 1.30						A	5.5	28	487	1349	355	262	256	82^	820	251	476	466	524	459	48^	454	193	314	282	332	318	16^	22^
1.30 - 2.00						A	4.7	27	416	1308	330	232	243	69^	801	238	453	444	501	447	54^	438	185	309	273	329	312	18^	24^
ABC WEEKEND REPORT-SAT.						A	1.8	6	159	1286	402	308^	285^	75^	658	249^	414	384^	444	400	104^	529	168^	291^	268^	359^	297^	40^	26^
SAT 11.30P 15 ABC 4						B	2.1	7	182	1469	327	264	246	118^	716	238	443	425	484	416	104^	562	259	375	325	381	347	36^	57^
142 75 N 29						C	2.1	6	183	1441	311	241	236	85^	725	205	404	382	441	396	77^	550	200	332	307	373	338	23^	42^
ABC WEEKEND REPORT-SUN.						A	2.2	9	195	1192	313^	232^	250^	39^	705	205^	410	410	471	436	17^	468	147^	306^	294^	392	389	14^	4^
SUN 11.30P 15 ABC 4						B	2.2	9	190	1282	287	225	248	28^	642	185	380	380	449	429	77^	565	251	426	398	450	407	9^	19^
150 81 N 29						C	2.1	9	188	1368	263	211	217	59^	645	178	358	347	412	376	69^	594	210	390	369	438	410	36^	26^
CBS LATE NIGHT I						A	3.9	13	344	1353	261	200	200	66^	692	206	392	366	403	372	93^	517	204	352	322	351	309	38^	23^
MON 11.30P 64 CBS 18						B	3.6	14	318	1342	277	212	211	68^	694	211	397	373	413	380	100	519	198	341	314	356	307	41^	23^
170 83 FF 118						C	3.7	15	329	1381	283	217	223	81	746	217	408	380	434	396	75^	523	179	322	303	353	313	27^	27^
TUE 12.00M 66																													
WED 11.30P 65																													
THU 11.30P 66																													
FRI 11.30P 76																													
11.30 - 12.00						A	4.0	12	354	1399	271	208	205	73^	727	209	405	373	410	377	84^	525	194	348	317	347	315	43^	22^
12.00 - 12.30						A	3.9	14	344	1358	264	202	203	63^	687	208	392	369	407	376	96^	530	213	360	333	363	314	34^	18^
12.30 - 1.00						A	3.6	15	321	1300	245	185	186	65^	654	199	376	361	392	362	105	493	210	352	320	347	297	39^	35^
1.00 - 1.30						A	3.4	17	301	1178	246	181^	198^	59^	661	203^	367	343	376	363	98^	421	170^	299	274	289	255	40^	32^
CBS LATE NIGHT II						A	2.9	15	256	1328	215	163	157	74^	645	191	371	353	386	351	80^	511	202	360	344	381	335	37^	44^
MON 12.34A 51 CBS 20						B	2.4	14	216	1293	255	195	191	74^	656	222	403	379	416	382	103^	501	207	365	340	389	335	37^	32^
170 83 FF 144						C	2.4	14	210	1342	299	232	233	90^	712	233	429	399	448	406	86^	510	203	351	329	379	328	26^	32^
TUE 12.36A 50																													
WED 12.35A 44																													
THU 12.36A 45																													
FRI 12.46A 47																													
12.30 - 1.00						A	3.0	14	264	1291	226	169	165	62^	654	190	375	359	390	359	73^	497	191	342	325	360	320	29^	30^
1.00 - 1.30						A	2.8	16	251	1343	202	156	148	82^	630	191	363	345	378	341	86^	517	210	373	356	396	346	42^	55^
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

36 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S MALE FEM.		
										TOTAL PERS	WORKING WOMEN			W O M E N						M E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	(2+)	18+ 49 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17					
LATE FRINGE CONT'D																													
CBS LATE NIGHT II-CONT'D 1.30 - 2.00						A	3.3	16	292	1443	187^	148^	129^	128^	573	147^	327	297	326	284	115^	512	230	405	393	404	329	102^	124^
CBS NEWS NIGHTWATCH-1 M-THSU 2.00A 30 CBS 19	46 52 N 136	A	0.9	8	78	1142	241^	161^	182^	26v	629	143^	297^	285^	339^	326^	69v	497	193^	373^	349^	407^	363^	<<	<<				
		B	1.0	9	84	1191	293^	215^	245^	46v	685	196^	387	359	415	406	61v	423	138^	278^	254^	328	294^	13v	23v				
		C	0.9	9	79	1244	286^	212^	219^	65v	692	227^	386	360	410	382	65v	460	175^	304^	280^	335	305^	19v	16v				
CBS NEWS NIGHTWATCH-2 M-THSU 2.30A 30 CBS 19	63 62 N 145	A	0.9	10	76	1087	273^	193^	209^	28v	650	186^	334^	323^	374^	358^	72v	419^	187^	314^	286^	336^	291^	<<	<<				
		B	1.0	11	85	1120	306	207^	238^	50v	660	192^	360	330	385	376	51v	375	133^	237^	221^	295^	271^	13v	23v				
		C	0.9	11	79	1198	308^	211^	218^	61v	673	217^	375	349	402	375	61v	442	168^	282^	263^	320^	289^	18v	16v				
CBS NEWS NIGHTWATCH-3 M-THSU 3.00A 180 CBS 20	78 74 N 148	A	0.8	13	74	988	256^	149^	184^	43v	634	135^	282^	271^	340^	309^	60v	338^	185^	251^	240^	288^	244^	9v	<<				
		B	0.9	14	76	1066	301^	188^	209^	57v	673	175^	330^	300^	362	341	47v	313^	138^	206^	199^	252^	220^	12v	16v				
		C	0.8	15	74	1105	298^	180^	199^	53v	682	171^	310^	288^	362	338^	51v	355	133^	214^	206^	243^	207^	11v	11v				
		A	0.8	10	71	1086	274^	194^	220^	58v	674	206^	368^	359^	412^	370^	60v	369^	174^	276^	262^	318^	282^	10v	<<				
		A	0.8	12	73	1054	234^	155^	189^	44v	675	160^	324^	312^	383^	350^	58v	363^	216^	279^	268^	320^	280^	8v	<<				
		A	0.9	14	78	987	253^	136^	171^	41v	641	130^	259^	248^	319^	289^	56v	333^	191^	252^	243^	285^	246^	8v	<<				
		A	0.9	15	76	958	248^	136^	163^	36v	617	115^	252^	240^	305^	279^	54v	337^	199^	259^	249^	301^	260^	<<	<<				
		A	0.8	15	73	986	271^	151^	183^	39v	637	109v	264^	252^	322^	295^	64v	336^	170^	240^	230^	284^	233^	13v	<<				
		5.30 - 6.00						A	0.8	14	69	958	285^	138^	200^	47v	625	104v	258^	246^	340^	308^	74v	319^	174^	222^	211^	246^	184^
CBS SUNDAY NEWS SUN 11.00P 15 CBS 4	109 58 N 30	A	2.8	6	248	1357	296	211^	189^	84^	801	129^	369	351	386	320	5v	482	97^	191^	189^	233^	233^	5v	14v				
		B	3.1	6	272	1508	288	189	197	64^	808	129	355	337	391	356	48^	608	141	289	270	329	308	13v	22v				
		C	3.3	7	295	1464	292	211	217	55^	814	168	386	371	415	381	56^	557	129	278	264	307	279	26^	13v				
DAVID LETTERMAN I MON-FRI 12.30A 30 NBC 20	205 99 GV 144	A	3.8	17	335	1312	283	238	214	111	611	256	408	383	419	349	149	581	306	436	393	436	355	38^	23v				
		B	3.8	18	340	1349	276	230	197	129	635	265	420	371	402	339	152	577	308	442	397	436	355	46^	32^				
		C	4.0	20	353	1390	285	242	211	124	666	287	448	403	441	381	161	591	332	463	409	440	358	44^	39^				
DAVID LETTERMAN II MON-FRI 1.00A 30 NBC 20	204 99 GV 144	A	3.1	18	278	1285	286	246	213	115^	586	257	402	376	400	323	163	590	339	452	406	446	351	35^	21v				
		B	3.2	19	280	1331	271	227	187	137	618	272	417	370	393	320	166	579	334	455	410	448	356	49^	31^				
		C	3.3	20	290	1374	283	244	206	132	649	300	453	405	438	372	178	598	367	484	425	456	362	44^	37^				
FRIDAY NIGHT VIDEOS FRI 1.30A 60 NBC 4	173 96 PC 29	A	3.0	17	266	1368	322	280	236^	169^	615	335	503	470	501	382	297	561	415	494	357	400	276	85^	40v				
		B	2.8	18	250	1381	256	227	191	175	612	320	473	421	440	348	243	560	385	461	365	402	300	92^	63^				
		C	2.7	18	238	1432	280	250	208	171	604	336	475	418	445	360	236	595	420	511	425	452	355	97^	63^				
		A	3.1	16	275	1387	343	292	243	166^	649	349	521	489	524	405	277	551	401	481	347	390	276	82^	39v				
		A	2.8	18	248	1395	311	278	237^	179^	600	332	501	465	493	370	330	592	445	527	381	425	287	91^	42v				
G MICHAELS SPORTS MACHINE SUN 11.30P 15 NBC 4	82 55 SC 31	A	1.9	6	168	1296	293^	227^	254^	54v	587	183^	363^	336^	371^	346^	256^	547	276^	361^	324^	342^	198^	82v	20v				
		B	2.2	7	197	1460	270	228	213	95^	633	196	394	376	402	351	197	659	323	461	376	408	331	59^	58^				
		C	1.9	6	164	1493	285	236	237	93^	615	215	410	391	431	386	199	733	347	525	454	506	406	47^	46^				
LATE SHOW-FOX MON-FRI 11.30P 60 FOX 20	101 77 GV 144	A	1.1	3	97	1396	292^	263^	219^	177^	667	415	525	468	495	397	160^	551	366	465	387	439	374	53v	34v				
		B	1.2	4	102	1411	277	247^	217^	140^	622	340	488	446	470	404	188^	573	389	499	403	434	368	62v	66^				
		C	1.6	4	138	1464	288	256	222	155^	647	344	491	438	474	406	187	602	372	497	416	445	369	64^	59^				
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S				
									PERS	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17		
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																													
LATE SHOW-FOX-CONT'D						A	1.3	3	113	1415	283^	261^	212^	178^	656	409	526	463	488	394	174^	567	384	479	391	438	371	59v	35v
11.30 - 12.00						A	1.0	3	85	1312	293^	254^	218^	167^	655	405	502	455	482	383^	135^	507	328^	427	366^	423	362^	41v	32v
12.00 - 12.30																													
SATURDAY NIGHT						A	7.5	23	665	1508	294	240	222	142	614	263	426	381	417	379	161	575	285	453	374	403	357	88^	92^
SAT 11.30P						B	7.7	24	682	1493	281	231	214	145	629	277	440	398	431	376	149	579	298	451	400	427	372	98	83
201 99						C	8.1	24	719	1573	308	261	233	150	668	314	484	441	476	412	156	612	318	487	439	475	417	99	88
11.30 - 12.00						A	8.4	23	744	1532	294	228	212	129	636	243	404	361	398	366	134	565	254	415	361	391	347	90	90
12.00 - 12.30						A	7.1	22	629	1488	301	256	235	152	596	271	435	390	422	380	170	571	290	462	377	406	360	87^	98^
12.30 - 1.00						A	6.7	24	594	1515	286	240	224	151	608	290	458	407	449	406	199	605	337	512	400	423	377	87^	89^
TONIGHT SHOW						A	5.6	17	500	1376	274	215	219	89	686	214	399	373	431	387	103	560	223	357	331	368	314	40^	34^
MON-FRI 11.30P						B	5.8	19	511	1361	269	210	206	91	701	218	402	369	417	375	95	528	204	332	313	350	299	42^	30^
202 99						C	6.1	20	543	1405	280	220	211	92	738	231	417	384	434	392	96	544	213	351	325	360	311	38^	33^
11.30 - 12.00						A	6.0	16	530	1398	285	220	231	84	706	212	409	385	445	404	88	555	201	344	323	360	317	40^	35^
12.00 - 12.30						A	5.3	18	473	1342	259	207	203	94	660	216	386	358	413	365	120	561	246	370	338	374	309	39^	32^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									LOH WORKING			W O M E N					M E N					T E E N S		C H I L D R E N						
									18-49	WOMEN		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	2-	6-				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD. 0,000	W/CH	18-																				
#STNS	CVG%		TYPE	T/C		%	%		<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11		
MON-FRI EARLY MORNING																														
ABC WORLD NEWS-MORN-615A					A	1.4	15	126	53v	274	229^	615	213^	419	417	364	149^	407	97^	288	330	297	68^	12v	16v	8v	23v	22v		
MON-FRI 6.15A	15	ABC	20		B	1.4	14	123	57^	279	230	626	197^	396	410	346	173^	449	129^	284	304	268	121^	10v	19v	8v	16v	13v		
135	82	N	145		C	1.3	14	119	67^	275	222	630	166^	377	384	358	206^	488	146^	300	324	278	140^	18v	24v	11v	17v	14v		
ABC WORLD NEWS-MORN-645A					A	2.5	17	220	66^	315	246	619	244	422	432	308	164	432	108^	289	315	299	95^	31v	38v	32v	50^	51^		
MON-FRI 6.45A	15	ABC	20		B	2.3	15	200	64^	300	229	631	211	387	411	312	196	461	113^	276	303	290	133	20v	28v	19v	37^	34^		
184	92	N	145		C	2.2	15	193	68^	285	223	627	180	390	408	336	188	481	130^	268	300	280	150	37^	33v	21v	24v	30v		
BEFORE HOURS					A	0.8	10	73	48v	294^	200^	537	126^	280^	323^	328^	188^	422^	191^	281^	285^	156^	105v	56v	<<	15v	<<	23v		
MON-FRI 6.15A	15	NBC	20		B	0.8	9	67	61v	289^	208^	558	144^	308^	327^	343^	194^	439	186^	273^	257^	160^	130^	42v	10v	18v	17v	24v		
147	84	N	145		C	0.8	10	67	70v	303^	262^	615	165^	367^	364^	321^	213^	419	190^	259^	240^	139^	126^	32v	21v	15v	14v	20v		
CBS MORNING NEWS- 6:30AM					A	1.2	11	105	101^	282^	179^	561	126^	312^	334	377	165^	432	141^	251^	246^	251^	133^	13v	16v	35v	11v	27v		
MON-FRI 6.30A	30	CBS	20		B	1.3	12	114	81^	246	154^	580	126^	317	347	386	185^	442	104^	225	248	281	159^	17v	9v	21v	17v	24v		
149	86	N	150		C	1.3	12	111	60^	262	147^	604	137^	292	330	360	242	423	98^	195^	204^	234	187^	20v	12v	27v	17v	28v		
CBS THIS MORNING-1					A	2.3	11	206	55^	203	115^	653	96^	266	304	361	327	425	101^	213	203	187	201	12v	10v	14v	18v	11v		
MON-FRI 7.30A	30	CBS	20		B	2.2	11	198	48^	204	130	654	108^	279	302	348	325	432	85^	203	201	214	215	13v	11v	16v	17v	15v		
201	97	N	100		C	2.2	11	197	44^	191	128^	654	115^	267	285	311	342	442	80^	201	206	216	215	21v	8v	21v	20v	26v		
CBS THIS MORNING-2					A	2.4	11	209	44^	120^	63^	661	93^	195	205	287	432	438	85^	204	201	191	220	11v	8v	19v	40v	12v		
MON-FRI 8.30A	30	CBS	20		B	2.2	10	198	39^	142	86^	682	108^	220	230	303	427	407	80^	176	171	175	216	10v	10v	22v	32v	24v		
202	97	N	100		C	2.4	11	215	39^	148	89^	708	119	233	252	312	429	398	69^	153	156	168	222	11v	8v	26v	26v	27v		
GOOD MORNING, AMERICA-730					A	4.2	20	374	46^	234	161	712	197	393	411	370	267	425	107	228	224	220	175	6v	7v	25^	35^	35^		
MON-FRI 7.30A	30	ABC	20		B	4.2	20	375	50^	250	181	715	190	380	401	363	281	410	107	198	213	206	177	9v	8v	20^	29^	31^		
216	99	N	144		C	4.3	21	377	58^	243	184	712	163	380	399	376	281	424	100	195	214	220	189	15v	7v	22^	24^	28^		
GOOD MORNING, AMERICA-830					A	4.0	19	354	56^	199	157	788	186	397	413	405	350	344	79^	162	164	172	158	6v	9v	25^	27^	30^		
MON-FRI 8.30A	30	ABC	20		B	4.1	19	367	68^	204	163	764	186	378	402	387	337	345	73	151	166	187	160	8v	10v	25^	35^	34^		
215	99	N	145		C	4.4	20	393	72	202	158	761	161	361	382	394	344	370	69	148	169	199	180	10v	8v	22^	26^	22^		
NBC NEWS AT SUNRISE					A	2.0	21	177	32v	312	224	585	90^	317	353	412	205	555	155^	279	321	292	215	27v	24v	<<	25v	25v		
MON-FRI 6.00A	30	NBC	20		B	2.0	20	179	45^	297	211	621	118^	335	368	405	220	502	124^	245	271	268	206	22v	27v	10v	24v	21v		
198	97	N	145		C	2.0	20	176	66^	304	246	643	148	373	393	367	216	492	123^	229	249	243	214	21v	32v	14v	15v	21v		
TODAY SHOW-7.30AM					A	4.6	22	411	52^	216	157	702	111	318	344	406	332	489	105	223	219	238	235	17v	6v	15v	17v	21^		
MON-FRI 7.30A	30	NBC	20		B	4.6	22	408	50^	210	150	691	122	311	329	384	334	466	96	214	228	245	215	11v	6v	22^	21^	27^		
205	99	N	145		C	4.6	22	410	53^	217	158	683	129	321	344	368	316	475	107	222	228	232	226	16^	10v	23^	19^	27^		
TODAY SHOW-8.30AM					A	4.4	21	392	50^	154	126	752	112	295	311	405	413	386	70^	155	156	192	210	8v	3v	18v	19v	13v		
MON-FRI 8.30A	30	NBC	20		B	4.5	20	398	44^	179	138	748	115	299	318	391	402	391	79	170	173	196	194	9v	8v	24^	17^	18^		
205	99	N	145		C	4.8	21	425	56^	168	131	726	119	306	327	374	379	422	91	188	188	199	214	10v	8v	20^	17^	17^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## 42 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-	35+	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 5	TOT. 6-			
MONDAY-FRIDAY DAYTIME																												
ABC AFTERSCHOOL SPECIAL(S,R) WED 4.00P 60 ABC 184 89 FV					A	5.8	18	514	82^	280	226	147	765	304	478	375	418	337	243	223	66^	38^	86^	61^	83^	49^	78^	54^
A DESPERATE EXIT 4.00 - 4.30 4.30 - 5.00					A	5.6	19	496	91^	275	226	141	772	324	495	398	439	328	236	196	65^	35^	87^	65^	93^	62^	91^	64^
					A	5.9	18	523	74^	289	231	155	770	290	470	359	405	350	253	252	68^	41^	86^	57^	74^	38^	67^	45^
ALL MY CHILDREN MON-FRI 1.00P 60 ABC 20 219 99 DD 143					A	6.6	24	588	137	223	195	165	862	381	577	445	500	366	230	216	57	16^	46^	41^	40^	57	67	30^
					B	6.9	25	616	147	247	220	152	859	384	592	473	526	363	213	235	63	17^	53	43	43	59	58	45
					C	7.6	25	677	146	243	214	147	855	384	578	454	506	344	225	267	76	15^	40	32^	57	54	74	37^
					A	6.4	23	565	136	224	198	167	859	378	578	444	497	367	228	223	57^	14^	46^	41^	40^	53^	66	27^
					A	6.9	25	611	137	222	193	163	864	384	576	445	503	366	231	210	58	17^	46^	41^	40^	61	68	33^
AMERICAN TREASURY MWF 3.58P 1 CBS 12 195 92 DO 86					A	4.5	16	402	105	205	167	145	878	234	418	309	350	390	419	230	113	20^	59^	44^	29^	36^	34^	32^
					B	4.8	17	429	99	184	144	141	880	230	410	311	355	372	425	245	125	20^	64^	50^	35^	57^	34^	58^
					C	4.7	15	420	92	187	132	127	878	238	424	330	383	375	401	283	130	26^	52^	47^	35^	51^	38^	49^
ANOTHER WORLD MON-FRI 2.00P 60 NBC 20					A	4.6	17	404	76^	192	168	149	869	270	469	348	407	372	340	248	104	13^	42^	38^	31^	55^	48^	38^
					B	4.7	17	419	83	172	149	160	856	267	453	333	394	370	343	233	91	26^	68	58^	47^	74	66	55^
					C	5.1	17	452	84	200	172	153	869	278	469	346	405	370	342	279	107	23^	60	44^	29^	47^	46^	30^
					A	4.6	17	404	75^	196	175	143	873	271	469	352	409	364	347	256	112	16^	37^	38^	34^	60^	52^	42^
					A	4.5	17	400	77^	189	162	156	872	272	473	347	409	384	337	242	96	9^	48^	38^	28^	51^	45^	34^
AS THE WORLD TURNS MON-FRI 2.00P 60 CBS 20 209 99 DD 145					A	6.2	24	553	108	165	135	94	898	225	399	320	359	340	460	280	146	9^	17^	16^	23^	41^	52^	12^
					B	6.5	24	574	107	157	125	104	900	215	390	304	349	354	466	265	136	16^	35^	25^	33^	52	47	39^
					C	6.6	22	585	93	168	122	113	912	230	420	324	384	389	432	274	123	19^	30^	30^	36^	47	47	36^
					A	6.2	24	546	104	167	138	85	892	223	393	319	359	336	459	285	145	11^	13^	12^	25^	42^	53^	13^
					A	6.3	24	562	112	162	132	102	901	227	404	320	358	342	460	274	147	8^	21^	19^	21^	40^	50^	11^
BOLD AND THE BEAUTIFUL MON-FRI 1.30P 30 CBS 20 197 93 DD 143					A	5.1	19	455	90	157	128	74	872	184	354	288	334	348	470	296	134	13^	11^	10^	32^	44^	63^	13^
					B	5.3	19	472	99	160	128	90	880	200	367	288	333	357	468	276	121	18^	28^	18^	39^	49^	51^	37^
					C	5.3	18	472	90	186	139	103	895	227	419	328	382	395	422	289	120	18^	21^	21^	41^	50^	51^	39^
CLASSIC CONCENTRATION MON-FRI 10.30A 30 NBC 20 142 76 QG 141					A	3.1	15	276	86^	117^	75^	64^	819	146	309	252	326	370	437	311	130	15^	10^	17^	52^	60^	81^	32^
					B	3.5	16	313	83	122	83	74^	778	148	311	256	320	352	403	289	116	30^	34^	34^	63^	80^	81^	62^
					C	3.6	16	321	86	150	113	81	804	185	353	287	355	341	383	332	149	23^	29^	25^	48^	67^	70^	46^
DAYS OF OUR LIVES MON-FRI 1.00P 60 NBC 20 205 99 DD 143					A	6.3	23	555	96	172	155	179	861	281	470	335	399	356	326	259	105	21^	59^	58^	36^	63	60	38^
					B	6.4	23	571	93	166	145	191	849	283	470	336	400	354	314	239	83	37^	89	81	41^	79	61	59
					C	7.1	23	625	92	191	162	177	856	293	491	359	422	367	302	274	101	27^	76	62	34^	50	50	34^
					A	6.1	22	539	94	170	154	171	853	270	451	324	390	353	336	269	108	18^	57^	56^	36^	57^	60^	33^
					A	6.5	24	572	98	174	156	186	865	291	487	345	407	358	317	248	101	23^	61	59	35^	67	60	42^
GENERAL HOSPITAL M-W-F 3.00P 60 ABC 20 CONT'D					A	7.4	27	656	109	206	172	178	864	354	523	396	453	341	284	226	75	24^	82	65	42^	82	75	50^
					B	7.4	26	658	114	223	188	161	853	349	526	407	462	348	272	231	86	25^	72	56	42	61	54	49

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING		W O M E N								M E N		T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15- 24	TOTAL	18- 34	18- 49	25- 49	25- 54	35- 64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5 11	TOT.		
MONDAY-FRIDAY DAYTIME CONT'D																												
GENERAL HOSPITAL-CONT'D																												
TUE	219 99 3.00P 32 & 3.38P 22		DD	143	C	8.1	26	718	124	238	200	166	873	362	543	415	465	342	280	234	88	24^	68	50	45	52	57	40
	3.00 - 3.30				A	7.3	27	650	113	203	170	178	864	360	526	395	453	335	280	229	76	22^	75	61	41^	82	80	43^
	3.30 - 4.00				A	7.5	26	662	104	209	174	177	864	347	520	396	453	348	287	222	73	27^	89	69	44^	83	70	57
GUIDING LIGHT																												
MON-FRI	3.00P 60 208 99		CBS	20	A	5.9	21	525	108	192	159	125	873	233	412	321	353	345	429	243	120	11v	47^	38^	22^	36^	40^	18^
	3.00 - 3.30				B	6.1	22	544	104	186	151	130	886	229	409	315	352	356	440	246	122	19^	57	45^	31^	57	45^	43^
	3.30 - 4.00				C	6.1	20	544	93	190	136	122	899	237	431	338	388	390	417	263	120	18^	46^	39^	34^	52	44^	42^
					A	5.8	22	517	111	181	149	123	878	229	412	319	349	348	436	250	125	10v	36^	32^	20^	34^	41^	12v
					A	6.0	21	530	106	203	169	127	871	237	413	324	358	343	424	237	116	13v	59^	44^	23^	38^	38^	23^
HOME																												
MON-FRI	11.30A 30 177 87		ABC	20	A	2.4	11	211	161	236	217	95^	828	335	570	478	526	389	210	254	56^	12v	20v	5v	34v	45^	55^	25v
					B	2.6	11	226	136	250	220	110^	781	314	519	422	470	363	214	252	63^	19v	35^	22v	55^	60^	66^	49^
					C	2.7	11	236	151	250	213	103^	800	309	529	440	487	378	225	252	67^	19v	29^	24v	48^	53^	69^	32^
LOVING																												
MON-FRI	12.30P 30		ABC	20	A	3.8	15	333	122	224	212	131	835	370	555	450	497	339	233	219	59^	16v	36^	36^	45^	45^	58^	31^
					B	3.9	15	343	140	236	221	128	834	388	571	465	511	328	217	216	55^	18v	42^	34^	51^	60^	54^	57^

## 46 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N						
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18+	15-24	TOTAL	18-34	18-49	18-49	25-54	25-54	35-55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 6-11		
MONDAY-FRIDAY DAYTIME CONT'D																												
ONE LIFE TO LIVE-CONT'D 2.30 - 3.00					A	6.9	26	608	152	189	161	173	867	376	564	426	484	361	245	212	72	19^	56	45^	42^	84	82	44^
PRICE IS RIGHT 1 MON-FRI 11.00A					A	4.4	20	386	69^	84^	60^	44^	658	140	252	210	226	262	389	429	222	11v	9v	9v	52^	53^	70^	35^
209 97 CBS AP 144					B	4.7	21	419	64	99	71	63	678	145	271	218	241	285	384	405	209	28^	27^	25^	76	90	73	94
					C	5.1	22	456	67	147	98	72	723	168	299	235	276	303	383	437	231	22^	22^	18^	71	71	80	62
PRICE IS RIGHT 2 MON-FRI 11.30A					A	5.9	26	519	73	97	68	46^	687	147	267	223	249	263	395	437	236	9v	9v	10v	44^	55^	71	29^
209 97 CBS AP 146					B	6.2	27	552	65	110	81	64	704	151	285	231	258	285	391	418	227	24^	27^	22^	70	82	74	77
					C	6.6	27	585	60	151	105	71	734	168	297	234	276	293	395	441	235	20^	22^	17^	65	65	76	55
RYAN'S HOPE MTWTF 12.00N					A	2.4	10	211	190	216	200	143^	857	419	605	495	531	316	215	243	50^	13v	50^	36v	55^	60^	75^	40v
164 80 ABC DD 143					B	2.4	10	216	157	241	222	127	834	390	580	483	517	314	220	264	61^	22v	53^	40^	59^	67^	66^	59^
WED 12.03P 27					C	2.9	11	258	141	252	229	131	823	392	582	479	518	326	202	262	55^	21v	52^	37^	82^	57^	88^	51^
SALE OF THE CENTURY MON-FRI 10.00A					A	2.9	13	253	63^	131^	93^	46^	824	152	297	258	327	310	458	341	164	9v	15v	11v	52^	42^	50^	43^
145 76 NBC QG 141					B	3.2	14	281	51^	136	94	46^	775	135	282	250	310	309	433	345	162	15v	28^	21v	52^	55^	57^	51^
					C	3.2	14	279	65^	148	113	51^	783	151	319	278	329	317	413	404	202	16v	22v	18v	46^	51^	60^	37^
SANTA BARBARA					A	3.8	14	340	87^	194	165	204	871	245	470	326	400	435	326	243	102	23v	85^	69^	28^	58^	48^	39^
MON-FRI 3.00P					B	4.4	15	386	90	161	133	193	825	237	441	309	380	412	314	236	82	35^	99	80	39^	70	62^	46^
197 98 NBC DD 140					C	4.9	16	431	92	184	153	174	830	259	458	338	408	384	302	276	101	29^	103	71	33^	52^	49^	35^
3.00 - 3.30					A	3.8	14	335	89^	188	164	195	863	247	469	331	402	424	323	232	99^	20v	76^	65^	28^	57^	49^	36^
3.30 - 4.00					A	3.9	14	349	85^	198	164	211	869	242	465	317	395	441	326	251	104	25^	93^	72^	29^	58^	46^	41^
SCRABBLE MON-FRI 12.30P					A	4.0	16	354	65^	105	69^	62^	806	124	275	225	299	360	458	309	154	22v	20v	29^	38^	54^	54^	37^
160 84 NBC QG 156					B	4.0	15	356	53^	107	71^	77	782	113	267	218	284	352	450	311	156	35^	43^	49^	45^	65^	52^	58^
					C	4.1	15	365	62^	141	106	75	800	155	311	253	308	327	434	350	182	22^	30^	29^	43^	53^	55^	42^
SUPER PASSWORD MON-FRI 12.00N					A	3.4	14	301	69^	123	78^	57^	783	137	284	238	299	307	438	318	179	12v	19v	16v	56^	53^	57^	52^
159 73 NBC QG 142					B	3.4	14	301	59^	117	77^	72^	749	123	276	233	287	306	420	304	166	35^	44^	49^	56^	67^	60^	63^
					C	3.4	13	304	71^	120	87	81^	779	161	307	245	294	303	423	336	177	22^	34^	30^	49^	61^	68^	43^
\$25,000 PYRAMID MON-FRI 10.00A					A	2.4	11	213	64^	117^	79^	57^	748	171	303	248	283	324	410	380	171	3v	7v	5v	41^	39v	59^	22v
170 81 CBS QP 10					B	2.4	11	212	68^	117^	81^	47^	718	168	302	260	290	320	387	387	169	10v	20v	11v	65^	59^	57^	66^
					C	2.4	11	212	68^	117^	81^	47^	718	168	302	260	290	320	387	387	169	10v	20v	11v	65^	59^	57^	66^
WHEEL OF FORTUNE MON-FRI 11.00A					A	4.9	23	436	73^	174	118	77	881	160	329	263	332	383	483	325	179	9v	13v	15v	41^	55^	69^	27^
206 98 NBC QG 143					B	5.1	23	455	66	170	116	84	845	161	316	249	311	358	466	328	167	28^	25^	29^	41^	68	68	41^
					C	5.6	23	496	68	164	115	71	819	166	312	255	317	327	445	362	184	17^	23^	21^	38^	53	61	30^
WHO'S THE BOSS? M-F MON-FRI 11.00A					A	2.8	13	245	146	298	280	142	654	304	489	367	394	292	138	316	34v	17v	46^	23v	76^	101^	122^	55^
155 78 ABC CS 143					B	3.1	14	270	127	274	252	150	633	303	474	359	385	269	133	304	44^	45^	81^	53^	100	109	103	106
					C	3.5	15	308	131	249	224	135	697	319	501	392	423	290	165	296	55^	44^	63^	47^	106	86	117	75^
WIN, LOSE OR DRAW MON-FRI 11.30A					A	4.0	18	351	76^	152	118	79^	789	158	326	264	321	350	406	304	140	13v	24v	21v	55^	76^	82^	49^
CONT'D					B	4.3	19	381	76	159	123	108	765	176	346	268	320	343	366	307	120	39^	49^	43^	59^	94	86	67

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	18-49 WOMEN	15-24	18-34	18-49	25-34	25-34	35-44	TOTAL	12-17	12-17	15-17	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-				
#STNS	CVG%	TYPE	T/C			%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME CONT'D																												
WIN, LOSE OR DRAW-CONT'D																												
	183	88	QG	156	C	4.2	17	375	94	172	137	101	794	213	387	308	365	338	349	320	128	27^	39^	34^	50^	75	80	46^
YOUNG AND THE RESTLESS					A	7.2	28	641	117	160	138	108	878	254	446	351	387	347	396	283	138	8v	16^	19^	34^	64	79	19^
MON-FRI	12.30P	60	CBS	20	B	7.7	29	686	118	178	151	119	870	253	444	344	382	357	387	265	125	15^	33^	28^	45	74	75	44
	211	99	DD	146	C	8.1	29	714	109	199	162	127	874	276	461	349	398	361	363	281	125	17^	28^	26^	43	65	72	37
	12.30 - 1.00				A	7.2	29	634	114	161	139	105	869	247	442	347	383	352	391	297	147	9v	15^	19^	34^	61	78	17^
	1.00 - 1.30				A	7.3	28	650	119	159	137	110	886	261	450	354	390	342	400	269	129	8v	18^	20^	35^	67	80	21^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



50 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL 17	MALE 12- 17	FEM. 12- 17	TOT. 14	TOT. 17	TOTAL 11	MALE 2- 11	FEM. 2- 11	TOT. 5	TOT. 11	MALE 6- 11	FEM. 6- 11	TOT. 8	TOT. 11	
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS(R)					A	2.2	8	195	1324	187^	495	368	51v	249^	125^	77v	48v	26v	100^	454	254^	200^	213^	242^	143^	98^	155^	87^
SAT 1.00P 30 ABC					B	2.2	8	195	1334	169^	427	315	95^	265	155^	104^	51v	55v	99^	488	305	183^	188^	300	211^	88^	135^	165
143 77 CA 11					C	2.2	7	199	1444	154	478	349	103^	314	191	94^	97^	109^	82^	461	266	195	186	275	166	109^	125^	150
JACK AND THE BEANSTALK																												
ALF-SAT MORN					A	5.3	19	470	1327	153	321	247	76^	156	231	113^	118^	148	83^	620	319	301	197	423	236	187	204	219
SAT 10.00A 30 NBC					B	5.6	20	498	1440	131	351	267	92	219	224	104	120	145	79	646	330	316	256	390	205	185	195	194
204 99 CA 23					C	6.1	21	544	1491	136	367	304	89	234	221	107	114	141	80	669	341	328	268	400	215	185	200	201
ALL NEW POUND PUPPIES					A	2.4	12	213	1319	45v	294^	236^	20v	135^	147^	54v	94^	110^	38v	742	343	400	297^	445	194^	251^	231^	214^
SAT 8.30A 30 ABC					B	2.9	14	259	1274	51^	262	198	48^	165	126	39^	87^	93^	32^	721	344	377	273	448	218	230	241	206
204 97 CA 12					C	3.1	14	275	1374	66^	262	210	43^	183	141	61^	80^	98^	44^	788	396	392	303	485	255	230	259	226
ALVIN AND THE CHIPMUNKS					A	4.9	17	434	1394	166	369	286	56^	159	237	71^	165	159	78^	628	277	352	229	399	186	213	202	197
SAT 10.30A 30 NBC					B	5.8	20	509	1439	148	356	284	82	191	256	103	152	165	91	635	273	362	241	394	169	225	193	201
201 93 CA 32					C	6.3	21	557	1516	154	369	312	86	219	231	92	140	144	88	697	323	374	296	401	190	211	203	198
ANIMAL CRACK-UPS					A	3.0	11	266	1389	156^	526	403	77^	236^	187^	106^	81^	88^	99^	440	251	188^	181^	259	167^	92^	133^	126^
SAT 12.00N 30 ABC					B	3.6	13	315	1432	120	427	308	111	347	199	102	97	113	86^	459	265	194	179	280	177	103	138	142
186 90 CL 24					C	3.6	12	317	1529	136	452	339	111	369	207	88	119	128	80^	500	271	229	195	305	167	138	146	159
BUGS BUNNY & TWEETY SHOW					A	4.6	16	408	1504	67^	362	300	108^	353	202	140^	62^	128^	74^	587	320	267	246	341	204	137^	171	171
SAT 11.00A 30 ABC					B	4.8	17	427	1449	116	375	289	129	345	185	114	71^	107	78	544	296	248	235	308	185	123	181	127
203 93 CA 12					C	5.0	17	442	1489	134	393	308	121	325	205	118	87	117	88	566	322	244	250	316	179	137	188	128
DENNIS THE MENACE					A	4.0	14	354	1525	162^	402	286	59^	251	231	102^	129^	151^	80^	642	347	295	228	414	226	187	200	214
SAT 11.30A 30 CBS					B	3.4	12	301	1491	110	323	217	80^	260	226	114	112	155	71^	683	352	331	258	425	225	200	200	225
184 89 CA 16					C	3.6	12	323	1566	129	364	263	89	265	225	110	116	136	90	712	399	313	319	393	233	160	192	201
FLINTSTONE KIDS					A	4.1	14	363	1437	133^	397	333	73^	277	171^	85^	86^	91^	80^	592	313	280	269	323	180	143^	155^	168^
SAT 11.30A 30 ABC					B	4.0	14	357	1484	140	389	307	109	292	188	90	98	93	95	615	319	296	277	338	195	142	195	142
200 91 CA 11					C	4.1	14	359	1527	139	419	328	106	299	194	88	106	111	83	615	320	295	273	342	174	168	194	148
FOOFUR					A	3.1	12	275	1479	186^	491	433	67^	164^	189^	58v	131^	130^	59v	635	242	393	213^	422	166^	256	263	158^
SAT 12.00N 30 NBC					B	3.4	12	301	1507	160	390	299	118	242	238	93^	145	149	89^	637	248	389	269	367	141	227	219	148
132 67 CA 30					C	3.4	12	302	1500	158	400	325	107	249	246	103	142	145	101	605	296	309	273	332	158	174	174	158
FRAGGLE ROCK					A	4.3	16	381	1341	179	412	308	57^	125^	238	79^	159^	165^	73^	565	230	335	261	304	139^	165^	143^	162^
SAT 11.00A 30 NBC					B	4.7	17	416	1490	161	393	298	80	181	248	96	153	151	97	668	287	381	292	376	165	211	197	179
185 92 CA 4					C	4.7	17	416	1490	161	393	298	80	181	248	96	153	151	97	668	287	381	292	376	165	211	197	179
GALAXY HIGH SCHOOL					A	3.8	13	337	1473	157^	408	308	70^	207	206	102^	104^	133^	73^	652	335	318	228	424	215	209	227	197
SAT 12.30P 30 CBS					B	3.2	11	281	1494	141	385	259	83^	265	221	122^	99^	139	83^	621	315	306	240	382	190	192	204	178
167 83 CA 12					C	3.0	9	266	1591	161	414	303	114	290	256	130	126	144	112	632	346	286	264	368	212	156	172	195
GUMMI BEARS					A	3.4	22	301	1201	57^	266	209^	46v	159^	208^	105^	103^	175^	33v	569	275	293	160^	409	185^	224	198^	211^
SAT 8.00A 30 NBC					B	3.8	23	332	1308	76^	311	231	58^	185	156	84^	72^	103	53^	655	353	303	206	449	245	205	226	224
199 97 CA 4					C	3.8	23	332	1308	76^	311	231	58^	185	156	84^	72^	103	53^	655	353	303	206	449	245	205	226	224

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	W O M E N		M E N		T E E N S					C H I L D R E N										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000		(2+)	15-	18-	15-	T O T A L					T O T A L										
											24	TOTAL	49	24	TOTAL	12-	12-	12-	12-	15-	2-	2-	2-	2-	6-	6-	6-	6-	9-
#STNS	CVG%	TYPE																											
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY					A	2.2	14	195	1066	75v	175^	130^	22v	159^	91^	52v	39v	54v	37v	642	298^	344	229^	413	157^	255^	226^	187^	
SAT					B	2.2	13	197	1158	61^	258	174	39^	230	53^	18v	36v	29v	24v	617	294	323	212	406	181	225	241	165	
					C	2.1	13	183	1287	56^	291	198	40^	238	84^	51^	33v	50^	34v	674	345	328	224	449	237	213	272	178	
I'M TELLING					A	2.3	8	204	1507	172^	492	406	59v	201^	190^	62v	129^	113^	78v	625	270^	355	178^	446	177^	269^	212^	234^	
SAT					B	2.5	9	217	1571	168	442	321	112^	253	255	102^	153	164	91^	621	258	364	200	421	166	255	206	216	
					C	2.6	9	233	1516	146	426	316	105^	251	262	98^	164	170	92^	577	287	291	212	365	182	183	180	185	
LITTLE CLOWNS-HAPPYTOWN					A	1.3	8	115	1193	36v	249^	177^	29v	153^	139v	39v	100v	89v	50v	652	311^	341^	182^	470^	219^	251^	213^	257^	
SAT					B	1.8	11	157	1156	58^	292	217	44v	205	117^	39v	78^	68^	49^	543	264	278	220	323	171^	152^	184^	139^	
					C	2.0	12	178	1283	59^	298	232	50^	221	110^	57^	53^	59^	50^	655	340	315	229	426	229	198	215	211	
LITTLE WIZARDS					A	3.7	14	328	1519	56^	286	234	97^	283	163^	82^	81^	97^	66^	787	472	315	446	341	192^	148^	211	130^	
SAT					B	3.6	13	321	1463	68^	336	266	72^	263	134	61^	73^	90^	44^	730	435	295	361	369	231	138	217	152	
					C	3.8	14	339	1472	81^	305	239	72^	235	157	77^	80^	99	58^	774	448	326	344	430	254	176	238	192	
MIGHTY MOUSE					A	4.1	15	363	1411	94^	311	235	66^	210	155^	108^	47^	87^	68^	735	392	343	297	438	235	204	302	136^	
SAT					B	4.0	14	354	1396	93	312	230	66^	234	133	76^	57^	82^	51^	716	353	363	339	377	182	195	236	141	
					C	4.3	15	378	1502	93	337	263	60^	240	133	73	60^	89	45^	792	430	362	386	407	225	182	247	160	
MUPPET BABIES I					A	3.9	19	346	1256	64^	166^	137^	25v	94^	105^	56^	49^	58^	47v	892	418	474	226	666	295	371	355	311	
SAT					B	3.6	18	319	1340	59^	234	165	38^	188	84^	36^	48^	50^	34^	833	386	447	291	542	248	295	319	224	
					C	3.6	18	323	1382	52^	255	185	31^	179	96	56^	40^	68^	28^	852	454	398	300	552	305	248	330	222	
MUPPET BABIES II					A	5.1	20	452	1299	48^	205	154	14v	113^	106^	52^	54^	63^	42^	875	420	455	239	636	288	348	344	292	
SAT					B	4.6	19	410	1374	69^	273	203	35^	181	89	32^	56^	52^	36^	831	407	423	315	515	247	268	315	200	
					C	4.6	19	411	1442	56^	258	194	37^	172	103	55^	49^	73	31^	909	480	429	351	558	300	259	337	222	
MUPPET BABIES III					A	5.5	21	487	1382	39^	226	167	4v	116^	129^	73^	56^	104^	25v	912	453	458	322	590	274	316	336	255	
SAT					B	5.3	19	465	1389	61^	272	211	33^	168	87	42^	45^	62^	25^	862	438	424	349	513	256	257	318	195	
					C	5.1	19	449	1479	62	269	212	40^	180	109	58	50^	76	33^	921	496	426	376	545	295	250	330	215	
MY PET MONSTER					A	3.9	15	346	1434	49^	295	254	49^	198	130^	50^	80^	95^	35v	810	398	412	390	420	194	226	217	203	
SAT					B	3.8	15	339	1360	52^	273	217	51^	174	146	57^	89^	113	33^	768	383	385	313	455	230	226	239	217	
					C	3.5	15	311	1456	69^	270	225	56^	192	162	78^	83	113	49^	832	428	403	312	520	282	238	266	254	
NEW ARCHIES					A	4.1	16	363	1377	210	399	324	53^	132^	255	79^	177	165^	91^	591	239	352	204	387	175^	212	205	181	
SAT					B	4.5	17	394	1465	173	378	292	95	189	264	104	159	163	100	634	276	358	248	386	165	220	204	182	
					C	4.5	15	398	1507	174	373	311	98	209	268	114	154	156	112	657	311	346	286	371	183	188	182	189	
PEE WEE'S PLAYHOUSE					A	6.0	22	532	1448	50^	273	214	11v	145	88^	51^	37^	60^	28v	942	432	511	374	569	230	338	351	217	
SAT					B	6.0	21	532	1401	72	290	230	43^	206	97	43^	54^	64	33^	808	360	447	362	446	185	261	285	161	
					C	6.2	21	546	1525	88	305	249	48	220	123	50	73	82	41^	877	445	432	399	478	236	242	294	184	
POPEYE & SON					A	4.4	15	390	1456	116^	300	221	67^	193	265	148^	117^	167	97^	697	403	294	246	451	271	180	241	210	
SAT					B	3.8	13	337	1445	94	297	207	67^	199	208	115	93	147	61^	742	384	358	294	448	229	218	220	228	
					C	4.0	14	355	1536	108	337	256	79	232	194	98	96	122	72	773	433	340	344	429	247	183	227	202	
REAL GHOSTBUSTERS I					A	4.0	14	354	1550	105^	307	245	83^	264	192	84^	108^	87^	105^	787	491	297	406	381	247	134^	207	174^	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 54 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME  DAYTIME #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
										TOT. PERS. (2+)	WOMEN			MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
											15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 17	MALE 17	FEM. 17	TOT. 14	TOT. 17	TOTAL 11	MALE 11	FEM. 11	TOT. 5	TOT. 11	MALE 11	FEM. 11	TOT. 8	TOT. 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 56 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S		CHD TOT. 2- 11	
DAY	TIME	DUR #STNS	NET CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK.		W O M E N				M E N												TOT. 12- 17		MALE 12- 17
									PERS (2+)	ING 18+	18- 49	25- 54	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 49	35- 64	35- 55+								
WEEKEND DAYTIME SPORTS																													
ABC WIDE WORLD-SPORTS SAT	4.34P	86	ABC	4	A	4.2	12	372	1406	174	533	234	524	252	673	71^	163^	348	647	322	412	278	368	372	234	87^	60^	114^	
SAT	4.34P	86	ABC	4	B	4.5	13	396	1458	181	548	263	532	259	697	79	186	373	662	338	412	294	368	365	250	84	58^	128	
	215	99	SA	13	C	6.0	15	528	1486	199	583	280	571	286	677	66	206	380	650	353	419	314	381	334	231	92	53	134	
	4.30 - 5.00				A	4.1	13	363	1381	178	515	220	514	243	667	67^	143^	344	642	319	411	277	369	379	231	73^	51^	126^	
	5.00 - 5.30				A	3.9	11	346	1399	169^	497	229	496	262	695	75^	180^	372	660	336	432	297	393	393	228	91^	70^	115^	
	5.30 - 6.00				A	4.6	13	408	1428	176	575	247	554	250	656	69^	163	330	637	311	395	261	345	348	242	95^	58^	103^	
HERITAGE CLASSIC-MCI-SAT(S)	4.00P	120	CBS		A	3.5	11	310	1382	84^	517	107^	513	121^	722	28^	160^	279	722	279	317	251	288	270	405	43^	31^	100^	
SAT	4.00P	120	CBS																										
	206	98	SE																										
	4.00 - 4.30				A	2.7	8	239	1489	96^	545	113^	533	130^	710	22^	170^	283	710	283	313	261^	290	226^	398	54^	35^	179^	
	4.30 - 5.00				A	3.3	10	292	1492	82^	554	102^	554	118^	788	28^	172^	291	788	291	330	263	302	269	458	38^	27^	111^	
	5.00 - 5.30				A	3.7	11	328	1376	81^	503	116^	498	119^	759	25^	157^	305	759	305	339	280	314	313	421	42^	32^	71^	
	5.30 - 6.00				A	4.1	12	363	1298	84^	506	105^	504	124^	678	37^	154^	258	678	258	304	221	267	274	374	44^	34^	70^	
HERITAGE CLASSIC-MCI-SUN(S)	3.31P	149	CBS		A	4.9	14	434	1481	136^	591	166	587	170	785	43^	180	319	778	312	386	276	351	353	392	44^	36^	60^	
SUN	3.31P	149	CBS																										
	205	97	SE																										
	3.30 - 4.00				A	3.9	12	346	1391	149^	475	159^	460	132^	788	54^	222	406	770	388	462	352	426	394	308	37^	27^	91^	
	4.00 - 4.30				A	4.2	13	372	1413	137^	544	146^	541	158^	780	17^	149^	284	779	283	364	268	348	372	415	20^	10^	68^	
	4.30 - 5.00				A	4.8	14	425	1491	131^	604	168	604	181	794	50^	174	285	784	276	358	235	317	337	426	40^	29^	54^	
	5.00 - 5.30				A	5.2	15	461	1558	127^	641	172	639	186	807	45^	176	306	803	302	382	261	341	348	421	58^	56^	52^	
	5.30 - 6.00				A	6.2	16	549	1548	142	658	182	652	184	784	46^	187	335	777	328	391	289	352	341	386	55^	49^	50^	
MCDONALD ALL-AMER BSKTBL(S)	1.30P	150	ABC		A	1.7	5	151	1250	139^	429	206^	429	218^	607	90^	182^	413^	577	382^	424	322^	364^	354^	153^	105^	98^	109^	
SUN	1.30P	150	ABC																										
	182	92	SE																										
	1.30 - 2.00				A	1.8	6	159	1126	107^	404	195^	404	212^	568	45^	109^	305^	565	302^	362^	260^	320^	400	203^	58^	51^	96^	
	2.00 - 2.30				A	1.6	5	142	1147	104^	351^	163^	351^	186^	619	79^	130^	371^	592	344^	379^	292^	327^	402^	213^	83^	78^	94^	
	2.30 - 3.00				A	1.5	5	133	1236	121^	402^	173^	402^	183^	644	114^	230^	460^	595	411^	438^	345^	372^	333^	157^	110^	107^	81^	
	3.00 - 3.30				A	1.6	5	142	1371	159^	474	229^	474	220^	601	106^	224^	485	561	445^	477	379^	411^	306^	84^	161^	143^	135^	
	3.30 - 4.00				A	1.8	5	159	1508	214^	554	287^	554	303^	678	122^	245^	500	638	461	513	379^	431	366^	126^	128^	127^	147^	
NBA ON CBS	1.00P	151	CBS	3	A	5.0	16	443	1450	188	419	223	410	187	832	147	367	575	785	527	583	427	483	345	202	94^	75^	104^	
SUN	1.00P	151	CBS	3	B	5.0	17	443	1428	183	411	223	395	196	804	148	370	543	760	499	558	395	455	310	201	111	92	102	
	205	97	SE	10	C	5.7	16	502	1449	180	417	248	394	224	789	116	367	539	745	495	561	422	488	315	184	122	94	121	
LA LAKERS VS HOUSTON ROCKETS	1.00 - 1.30				A	4.3	15	381	1394	186	408	213	397	187	784	145^	360	533	758	506	544	388	425	298	214	114^	92^	88^	
	1.30 - 2.00				A	5.0	17	443	1471	194	438	255	427	204	796	123^	349	543	754	501	564	420	483	323	190	113^	89^	125^	
	2.00 - 2.30				A	4.7	15	416	1498	180	444	248	440	200	823	144^	378	596	786	560	606	452	498	333	181	117^	97^	113^	
	2.30 - 3.00				A	5.2	16	461	1458	198	409	208	404	182	863	155	380	601	803	541	600	447	506	365	203	74^	60^	111^	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



APR. 11-17, 1988

[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



60 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING			W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
								WOM.	18+		18-	25-	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT.	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
#STNS	CVG%	TYPE						(2+)	18+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

## 62 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12-17						
									TOT. WORK-ING PERS WOM. (2+)	W O M E N							M E N															
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18+	18-	21+	25-	25-	35-	TOTAL	34	49	21+	49	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+	
WEEKEND DAYTIME OTHER																																
BUSINESS WORLD					A	1.3	5	115	1449	152^	642	94^	219^	642	205^	240^	275^	389^	574	157^	296^	563	285^	218^	253^	254^	243^	<<				
SUN	10.00A	30	ABC	4	B	1.0	4	86	1353	196^	605	119^	270^	595	244^	283^	316^	296^	585	189^	327^	571	314^	255^	320^	308^	192^	31				
	107	67	N	24	C	1.3	4	111	1314	179^	588	117^	257	582	232	257	288	306	619	154^	317	613	310	286	352	326	236	29^				
FACE THE NATION					A	2.6	10	230	1351	207^	635	104^	238^	635	207^	252^	276	353	688	200^	394	686	392	353	428	328	219^	5^				
SUN	10.30A	30	CBS	4	B	2.4	9	210	1395	220	714	99^	228	700	188	243	314	430	600	168	283	586	269	235	297	262	256	21^				
	155	85	CC	30	C	2.5	8	219	1321	205	663	99^	219	654	191	231	294	404	579	123	259	568	248	224	265	252	279	25^				
HEALTH SHOW					A	1.9	7	168	1230	283^	682	262^	381	650	291^	356^	246^	236^	294^	82^	178^	294^	178^	146^	172^	155^	90^	122^				
SAT	12.30P	30	ABC	4	B	1.9	7	168	1268	241	604	232	348	588	261	338	251	180^	342	120^	207	331	196	167^	191	147^	111^	103^				
	161	81	N	19	C	1.9	6	166	1388	222	587	213	339	563	256	319	271	186	406	171	271	390	255	216	251	174	100^	126^				
MEET THE PRESS					A	2.2	9	195	1335	141^	716	153^	293^	714	271^	309^	282^	385	509	115^	259^	507	257^	237^	256^	239^	231^	44^				
SUN	9.30A	30	NBC	4	B	2.6	10	234	1381	192	664	127^	257	662	241	297	286	352	597	133	260	592	255	236	318	296	255	32^				
	159	92	CC	30	C	2.1	8	188	1322	200	665	140	239	656	205	251	262	381	539	145	249	523	233	213	267	244	236	38^				
SUNDAY MORNING					A	3.6	15	319	1259	182^	637	74^	242	633	224	273	345	346	579	68^	305	579	304	291	314	369	251	5^				
SUN	9.00A	90	CBS	4	B	3.5	15	306	1288	206	671	78^	243	668	226	271	348	384	546	105	269	542	265	244	285	302	235	8^				
	183	96	N	30	C	4.0	16	357	1321	214	659	107	236	654	214	264	313	373	572	116	269	567	264	242	290	301	255	20^				
	9.00 - 9.30				A	3.3	15	292	1304	168^	674	79^	241	666	215^	281	348	367	577	56^	267	577	267	258	279	355	290	8^				
	9.30 - 10.00				A	3.6	14	319	1201	187^	617	68^	236	613	216	262	351	335	558	65^	295	558	295	277	290	353	250	<<				
	10.00 - 10.30				A	4.0	15	354	1241	184	609	74^	243	608	234	269	329	330	585	80^	336	584	336	323	357	384	214	4^				
SUNDAY TODAY					A	2.4	13	213	1307	205^	639	176^	321	609	261^	310	265^	269^	525	117^	239^	525	239^	210^	251^	285^	245^	49^				
SUN	8.00A	90	NBC	4	B	2.0	11	179	1249	200	590	145^	272	580	241	293	279	267	542	148^	285	540	284	253	311	290	198	33^				
	121	88	N	31	C	1.8	10	159	1247	206	585	145^	252	572	217	267	264	283	529	159^	281	522	274	240	296	266	191	36^				
	8.00 - 8.30				A	2.0	14	177	1248	220^	646	223^	316^	585	216^	292^	244^	254^	474	84^	161^	474	161^	152^	193^	287^	273^	59^				
	8.30 - 9.00				A	2.6	14	230	1333	224^	644	165^	325	610	264^	315	285	268^	539	117^	261^	539	261^	220^	265^	299	233^	51^				
	9.00 - 9.30				A	2.6	12	230	1326	173^	629	151^	320	627	293	320	260^	282	551	142^	278	551	278	245^	282	270^	235^	40^				
THIS WEEK-DAVID BRINKLEY					A	3.6	13	319	1276	133^	624	36^	136^	624	136^	156^	244	467	566	74^	251	564	249	242	286	277	270	37^				
SUN	11.30A	60	ABC	4	B	3.2	11	284	1331	163	657	74^	194	643	172	204	266	432	573	119	257	557	240	219	274	259	262	41^				
	175	94	N	24	C	3.3	10	295	1335	147	662	75^	175	654	151	182	276	456	579	116	262	569	251	228	275	253	271	37^				
	11.30 - 12.00				A	3.2	11	284	1305	142^	652	47^	154^	652	154^	172^	270	479	547	78^	245	542	240	233	290	264	245	42^				
	12.00 - 12.30				A	4.0	14	354	1253	126^	601	28^	122^	601	122^	143^	223	457	581	70^	256	581	255	248	284	289	290	32^				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A-2 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 11, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.5	56.9	58.7	60.5	60.8	62.8	64.0	66.2	66.9	67.9	67.7	67.4	65.3	64.2	62.1	59.1

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BARBARA WALTERS SPECIAL  
(PAE)

ACADEMY AWARDS  
(9:00-12:10)(PAE)

18,690									26,050							
21.1	19.3 *								29.4	27.3 *			29.8 *	32.1 *		31.2 *
35	32 *								49	42 *			45 *	50 *		50 *
18.8	19.7	22.0	23.7	26.1	28.4	29.3	30.3	32.2	31.9	31.8	30.7					

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SPECIAL MOVIE PRESENT - CBS  
NATIONAL LAMPOON'S  
EUROPEAN VACATION  
(PAE)

KENNY ROGERS SPECIAL  
WORKING AMERICA  
(R)

9,040													5,490			
10.2	8.5 *				9.8 *				11.3 *			11.3 *	6.2	6.8 *		5.7 *
16	14 *				15 *				17 *			17 *	10	10 *		9 *
8.7	8.4	9.6	10.0	11.3	11.3	11.8	10.8	7.2	6.4	5.7	5.7					

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ALF  
(R)

VALERIE'S  
FAMILY  
(R)

NBC MONDAY NIGHT MOVIES  
DIRTY DOZEN: THE DEADLY MISSION  
(R)

13,820					12,050				8,590							
15.6					13.6				9.7	9.2 *			9.6 *	10.1 *		10.0 *
25					21				15	14 *			14 *	16 *		17 *
14.9	16.4	13.5	13.6	9.2	9.1	9.5	9.7	10.2	10.0	10.0	10.0					

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

13.6	13.3	10.7	10.8	10.6	10.7	10.0	9.6
24	22	17	17	16	16	15	16

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8	3.2	3.0	3.0	3.3	3.5	3.5	3.3
7	5	5	5	5	5	5	5

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.5	3.1	3.0	2.6	2.6	1.6	1.6
3	4	5	5	4	4	2	3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.5	6.7	5.8	5.8	6.0	6.4	5.6	4.4
10	11	9	9	9	9	9	7

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	1.6	2.7	3.3	3.5	2.9	4.6	4.4
3	3	4	5	5	4	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.12, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.0	54.3	56.0	58.0	57.8	59.6	61.3	62.5	62.3	63.4	63.8	63.4	60.7	59.6	58.3	56.9

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

					WHO'S THE BOSS? (R)		WONDER YEARS		← MOONLIGHTING (R)(PAE) →		← THIRTYSOMETHING →					
					16,130		15,680		12,760		11,780					
					18.2		17.7		14.4		14.1 *		14.6 *	13.3	13.3 *	13.2 *
					31		28		23		22 *		23 *	23	22 *	23 *
					17.0	19.5	17.8	17.6	14.0	14.3	14.5	14.7	13.5	13.1	13.1	13.4

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

					POLITICAL: L. LA ROUCHE		MY SISTER SAM		← CBS TUESDAY MOVIE MURPHY'S ROMANCE (PAE) →							
					2,920		4,780		11,700							
					3.3		5.4		13.2		11.2 *		12.6 *		14.3 *	14.6 *
					6		9		22		18 *		20 *		24 *	25 *
					3.9	2.7	4.8	6.0	10.4	11.9	12.4	12.7	14.3	14.3	14.8	14.3

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

					← MATLOCK (R) →		← IN THE HEAT OF THE NIGHT →		← SONNY SPOON SPECIAL →							
					15,330		14,710		10,280							
					17.3	16.2 *	18.3 *	16.6	16.4 *		16.8 *	11.6	11.8 *		11.4 *	
					29	28 *	29 *	26	26 *		26 *	20	20 *		20 *	
					15.8	16.7	18.1	18.6	16.2	16.6	16.9	16.8	12.0	11.5	11.4	11.4

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

14.7		14.1		12.9		13.3		14.3		13.7		13.7		11.9
27		25		22		21		23		22		23		21

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.0		3.4		2.9		3.4		4.1		4.3		3.7		3.4
7		6		5		5		7		7		6		6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8		2.2		2.8		2.4		2.7		2.8		1.9		1.8
3		4		5		4		4		4		3		3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.6		6.2		6.3		6.9		7.0		6.5		6.7		5.7
10		11		11		11		11		10		11		10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2		1.5		2.4		2.9		3.1		2.5		3.3		3.2
2		3		4		5		5		4		5		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.WED. APR.13, 1988

EVE. WED. APR. 13, 1988																
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.7	54.0	55.5	57.3	58.0	60.3	61.5	63.5	63.9	64.6	64.2	64.3	59.9	58.4	56.6	54.7

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOVERMAN		JUST IN TIME (PAE)		← HEARTBEAT →						
11,430		11,250		11,080		9,480		10,900						
12.9		12.7		12.5		10.7		12.3		11.9 *				12.7
22		20		19		17		21		20 *				23
12.1	13.7	12.4	12.9	12.6	12.5	10.6	10.8	11.5		12.3	12.4			12.9

## CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

[illegible]

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

← AARON'S WAY →			← A YEAR IN THE LIFE →			← BRONX ZOO →		
11,520			10,010			8,420		
13.0	12.4 *		13.6 *	11.3	11.2 *	11.4 *	9.5	9.5 *
21	21 *		22 *	18	17 *	18 *	17	16 *
12.1	12.8	13.5	13.7	11.3	11.1	11.4	9.5	9.5

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

PROGRAM	VIEWERS*	Ratings		RANK	LAST WEEK	WEEKS ON AIR	VIEWERS*	Ratings	RANK	LAST WEEK	WEEKS ON AIR
		VIEWERS*	SHARE %								
1	11.0	11.0	11.0	1		1	11.0	11.0	1		1
2	10.5	10.5	10.5	2		2	10.5	10.5	2		2
3	10.0	10.0	10.0	3		3	10.0	10.0	3		3
4	9.5	9.5	9.5	4		4	9.5	9.5	4		4
5	9.0	9.0	9.0	5		5	9.0	9.0	5		5
6	8.5	8.5	8.5	6		6	8.5	8.5	6		6
7	8.0	8.0	8.0	7		7	8.0	8.0	7		7
8	7.5	7.5	7.5	8		8	7.5	7.5	8		8
9	7.0	7.0	7.0	9		9	7.0	7.0	9		9
10	6.5	6.5	6.5	10		10	6.5	6.5	10		10
11	6.0	6.0	6.0	11		11	6.0	6.0	11		11
12	5.5	5.5	5.5	12		12	5.5	5.5	12		12
13	5.0	5.0	5.0	13		13	5.0	5.0	13		13
14	4.5	4.5	4.5	14		14	4.5	4.5	14		14
15	4.0	4.0	4.0	15		15	4.0	4.0	15		15
16	3.5	3.5	3.5	16		16	3.5	3.5	16		16
17	3.0	3.0	3.0	17		17	3.0	3.0	17		17
18	2.5	2.5	2.5	18		18	2.5	2.5	18		18
19	2.0	2.0	2.0	19		19	2.0	2.0	19		19
20	1.5	1.5	1.5	20		20	1.5	1.5	20		20
21	1.0	1.0	1.0	21		21	1.0	1.0	21		21
22	0.5	0.5	0.5	22		22	0.5	0.5	22		22
23	0.0	0.0	0.0	23		23	0.0	0.0	23		23
24	0.0	0.0	0.0	24		24	0.0	0.0	24		24
25	0.0	0.0	0.0	25		25	0.0	0.0	25		25
26	0.0	0.0	0.0	26		26	0.0	0.0	26		26
27	0.0	0.0	0.0	27		27	0.0	0.0	27		27
28	0.0	0.0	0.0	28		28	0.0	0.0	28		28
29	0.0	0.0	0.0	29		29	0.0	0.0	29		29
30	0.0	0.0	0.0	30		30	0.0	0.0	30		30
31	0.0	0.0	0.0	31		31	0.0	0.0	31		31
32	0.0	0.0	0.0	32		32	0.0	0.0	32		32
33	0.0	0.0	0.0	33		33	0.0	0.0	33		33
34	0.0	0.0	0.0	34		34	0.0	0.0	34		34
35	0.0	0.0	0.0	35		35	0.0	0.0	35		35
36	0.0	0.0	0.0	36		36	0.0	0.0	36		36
37	0.0	0.0	0.0	37		37	0.0	0.0	37		37
38	0.0	0.0	0.0	38		38	0.0	0.0	38		38
39	0.0	0.0	0.0	39		39	0.0	0.0			

14.6 27	15.6 28	17.2 29	18.6 30	20.4 32	20.5 32	14.4 24	12.0 22
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## SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

3.3 6	3.5 6	4.9 8	5.9 9	6.5 10	6.5 10	4.0 7	3.3 6
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**PBS**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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1.2 2	1.8 3	1.5 3	1.3 2	1.4 2	1.3 2	1.5 3	1.2 2
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## CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1,000,000	1.0
2. <i>THE MENTALIST</i>	900,000	0.9
3. <i>THE MENTALIST</i>	800,000	0.8
4. <i>THE MENTALIST</i>	700,000	0.7
5. <i>THE MENTALIST</i>	600,000	0.6
6. <i>THE MENTALIST</i>	500,000	0.5
7. <i>THE MENTALIST</i>	400,000	0.4
8. <i>THE MENTALIST</i>	300,000	0.3
9. <i>THE MENTALIST</i>	200,000	0.2
10. <i>THE MENTALIST</i>	100,000	0.1

5.4 10	5.8 10	5.3 9	5.6 9	7.1 11	7.2 11	7.9 13	7.9 14
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## PAY SERVICES

[illegible]

2.3 4	2.3 4	2.6 4	3.3 5	4.0 6	3.9 6	4.9 8	3.1 6
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U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.





TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.4	48.3	48.5	49.6	50.1	51.8	53.3	54.9	55.7	56.6	56.5	56.6	55.8	56.4	55.6	54.5

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	FAMILY MAN (PAE)	20/20
9,830	10,010	9,660	8,420	10,280
11.1	11.3	10.9	9.5	11.6 *
22	21	19	17	21 *
10.5	11.7	10.9	9.5	11.4
				11.7
				11.9
				11.5 *
				21 *
				11.2

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

RINGLING BROTHERS CIRCUS	DALLAS (PAE)	FALCON CREST
12,140	14,880	12,580
13.7	16.8	17.3 *
26	29 *	31 *
12.2	16.5	17.3
		14.1
		14.3
		14.2
		14.1 *
		26 *
		14.0

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HIGHWAYMAN	NIGHT COURT (R)	BEVERLY HILL'S BUNTZ	MIAMI VICE
8,330	9,390	8,680	12,760
9.4	10.6	9.8	14.4
18	19	17	26
8.7	10.3	9.6	13.6
			14.1 *
			25 *
			14.7
			14.7
			14.7 *
			27 *
			14.6

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.6	10.8	10.0	9.5	10.7	11.6	9.2	8.2
26	22	20	18	19	20	16	15

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.7	2.7	2.3	2.3	2.8	3.2	2.5	2.2
8	5	5	4	5	6	4	4

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4	2.0	2.3	2.3	1.8	1.6	1.2	1.1
3	4	5	4	3	3	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	5.3	5.6	5.8	6.0	6.4	5.7	5.5
10	11	11	11	11	11	10	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0	2.2	3.0	3.6	4.3	4.8	5.3	4.9
4	4	6	7	8	8	9	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	40.2	41.7	42.6	44.4	48.5	50.2	51.1	51.9	52.9	53.8	53.3	53.4	51.3	50.8	49.9	49.1	46.2	42.9

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CONVERSATIONS: PRESIDENTS

OHARA  
(R)(PAE)SPENSER: FOR HIRE  
(R)

5,490									7,090									
6.2	5.7	*						6.6	* 8.0	7.4	*		8.7	* 8.8	8.6	*	8.9	*
12	12	*						13	* 15	14	*		16	* 17	17	*	18	*
5.8	5.7				6.5		6.7		7.0	7.8		8.6	8.7	8.6	8.6	8.9	9.0	

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← HIGH MOUNTAIN RANGERS  
(R)← TOUR OF DUTY  
(R)(PAE)

← WEST 57TH

7,890									7,620									
8.9	8.1	*						9.7	* 8.6	8.1	*		9.2	* 8.1	8.7	*	7.5	*
18	16	*						19	* 16	15	*		17	* 16	17	*	15	*
8.1	8.1				9.3		10.1		8.2	8.0		8.9	9.4	9.1	8.4	7.5	7.4	

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE  
(R)STORYTELLER  
THE LUCK  
CHILDGOLDEN GIRLS  
(R)AMEN  
(R)← HUNTER  
(R)

10,630									10,190									
12.0									11.5									
24									22									
11.1	12.9							11.4	11.5	17.3	18.8	16.2	16.5	14.4	14.6	15.1	15.2	

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.4																		
28																		

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4																		
8																		

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5																		
4																		

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.9																		
17																		

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.9																		
7																		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	38.7	36.5	33.7	31.5	28.0	26.0	23.5	21.5	19.2	17.4	15.6	14.0	12.4	11.4				

**ABC TV**

(1)

AVERAGE AUDIENCE { 1,590  
 (Hhds (000) & %) 1.8  
 SHARE AUDIENCE % 6  
 AVG. AUD. BY 1/4 HR % 1.8

**CBS TV**

AVERAGE AUDIENCE {  
 (Hhds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

**NBC TV**

← SATURDAY NIGHT → (PAE)  
 (11:30-12:51)(PAE)

AVERAGE AUDIENCE { 6,650  
 (Hhds (000) & %) 7.5  
 SHARE AUDIENCE % 23  
 AVG. AUD. BY 1/4 HR % 8.7

8.4 \* 7.1 \*  
 23 \* 22 \*  
 8.0 7.3 7.0 6.8

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 9.8 8.4 7.1 6.1 4.5 4.1 3.2  
 SHARE AUDIENCE % 26 26 26 27 25 28 27

**SUPERSTATIONS**

AVERAGE AUDIENCE 2.4 2.1 1.8 1.4 1.1 1.0 0.7 ^  
 SHARE AUDIENCE % 6 6 7 6 6 7 6 ^

**PBS**

AVERAGE AUDIENCE 0.9 0.8 0.6 ^ 0.5 ^ 0.4 ^ 0.3 ^ 0.2 ^  
 SHARE AUDIENCE % 2 2 2 ^ 2 ^ 2 ^ 2 ^

**CABLE ORIG.**

AVERAGE AUDIENCE 4.5 4.1 3.0 2.4 2.3 2.0 1.6  
 SHARE AUDIENCE % 12 13 11 11 13 14 13

**PAY SERVICES**

AVERAGE AUDIENCE 5.4 4.2 3.7 3.8 3.4 3.0 2.8  
 SHARE AUDIENCE % 14 13 14 17 19 20 24

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	49.9	51.9	53.4	55.6	57.4	59.6	61.5	63.1	63.4	63.4	63.0	63.0	61.8	61.7	60.4	57.4	47.7	41.6
<b>ABC TV</b> AVERAGE AUDIENCE (Hhds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← DISNEY SUNDAY MOVIE → BIG FOOT, PT. 1 (R)																		
← SUPERCARRIER →																		
← ABC SUNDAY NIGHT MOVIE → FRANK NITTY: THE ENFORCER (PAE)																		
	6,380	6.3	*		8.1	* 9.7	8.7	*	10.8	* 17.4	16.1	*	17.5	*	18.2	*	17.9	*
	7.2	14	12	*	15	* 16	15	*	17	* 28	25	*	28	*	29	*	30	*
	6.1	6.4	7.7		8.6	8.6	8.7	10.2	11.3	15.5	16.7	17.4	17.6	18.1	18.3	18.4	17.5	
<b>CBS TV</b> AVERAGE AUDIENCE (Hhds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← 60 MINUTES →																		
← MURDER, SHE WROTE → (R)																		
← CBS SUNDAY MOVIE → GENERAL THEATRE: THE HIDEOUT OF ANNE FRANK (PAE)																		
	15,510	17.0	*		17.9	* 17.9	17.1	*	18.7	* 11.5	13.0	*	11.3	*	10.9	*	10.6	*
	17.5	33	33	*	33	* 30	29	*	30	* 19	21	*	18	*	18	*	18	*
	16.4	17.6	17.9		17.8	17.0	17.1	18.3	19.0	13.9	12.0	11.4	11.2	11.2	10.7	10.8	10.4	2.8
← CBS SUNDAY NEWS →																		
																		2,480
																		2.8
																		6
																		2.8
<b>NBC TV</b> AVERAGE AUDIENCE (Hhds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← OUR HOUSE → (R)																		
← FAMILY TIES → (R)																		
← DAY BY DAY →																		
← NBC SUNDAY NIGHT MOVIE → HOME IS WHERE THE HEART IS																		
	7,620	8.0	*		9.2	* 13.3	11,780		11,960	17.4	17.0	*	17.8	*	17.7	*	17.2	*
	8.6	16	16	*	17	* 23	13.5		13.5	28	27	*	28	*	29	*	29	*
	7.6	8.4	8.6		9.8	12.4	14.1	13.2	13.8	16.7	17.2	17.8	17.8	17.6	17.9	17.9	16.6	
<b>INDEPENDENTS</b> (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	12.4		12.8		13.2		13.0		12.4		11.7		9.8		8.2		6.6	
SHARE AUDIENCE %	24		23		23		21		20		19		16		14		15	
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE	2.6		2.3		2.2		2.7		3.7		4.2		3.0		2.5		1.8	
SHARE AUDIENCE %	5		4		4		4		6		7		5		4		4	
<b>PBS</b>																		
AVERAGE AUDIENCE	1.8		2.0		2.9		3.3		2.5		2.4		1.8		1.9		1.4	
SHARE AUDIENCE %	4		4		5		5		4		4		3		3		3	
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE	5.6		5.2		4.6		5.0		5.5		5.4		5.3		5.2		3.4	
SHARE AUDIENCE %	11		10		8		8		9		9		9		9		8	
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE	3.4		3.3		3.9		3.6		3.7		3.6		4.3		3.4		3.6	
SHARE AUDIENCE %	7		6		7		6		6		6		7		6		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	33.6	30.0	26.2	23.8	20.9	18.5	16.5	15.1	13.8	12.6	11.3	10.1	9.0	8.2				

**ABC TV**

(1)

AVERAGE AUDIENCE { 1,950  
 (Hhlds (000) & %) 2.2  
 SHARE AUDIENCE % 9  
 AVG. AUD. BY 1/4 HR % 2.2

**CBS TV**

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

**NBC TV**

(2) (PAE)

AVERAGE AUDIENCE { 1,680  
 (Hhlds (000) & %) 1.9  
 SHARE AUDIENCE % 6  
 AVG. AUD. BY 1/4 HR % 1.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.1  
 SHARE AUDIENCE % 19

5.0  
203.9  
203.8  
243.3  
252.5  
232.0  
23**SUPERSTATIONS**

AVERAGE AUDIENCE 1.7  
 SHARE AUDIENCE % 5

1.3  
51.2  
61.5  
91.4  
111.1  
100.8  
9**PBS**

AVERAGE AUDIENCE 1.4  
 SHARE AUDIENCE % 4

0.9  
40.5 ^  
3 ^0.4 ^  
3 ^0.3 ^  
2 ^0.2 ^  
2 ^0.2 ^  
2 ^**CABLE ORIG.**

AVERAGE AUDIENCE 3.0  
 SHARE AUDIENCE % 9

2.2  
92.0  
101.4  
91.4  
111.5  
141.3  
15**PAY SERVICES**

AVERAGE AUDIENCE 3.9  
 SHARE AUDIENCE % 12

3.6  
143.1  
162.2  
142.1  
161.9  
181.6  
19

For explanation of symbols, See page B.

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SUN., ABC (11:30-11:45)  
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.9	9.4	11.6	14.0	16.5	18.4	19.9	20.8	20.9	21.3	21.5	21.4	21.6	21.9	22.1	22.1	21.2	21.4

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)										
	1,260		2,200				3,740				3,540							
	1.4		2.5				4.2				4.0							
	15		17				20				19							
	1.4		2.5				4.2	4.2			4.0	4.0						

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

			CBS MORNING NEWS-6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2							\$25,000 PYRAMID
			1,050				2,060				2,090						2,130	
			1.2				2.3				2.4						2.4	
			11				11				11						11	
			1.2	1.3			2.4	2.2			2.3	2.4					2.2	2.6

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		SALE OF THE CENTURY	
1,770		4,110		3,920		2,530	
2.0		4.6		4.4		2.9	
21		22		21		13	
1.7	2.3	4.7	4.6	4.5	4.3	2.8	3.0

**INDEPENDENTS (INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4		2.9		5.2		6.4		6.2		6.1		5.0		4.8		5.0
16		22		30		31		30		29		23		22		24

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.5		1.1		1.9		2.0		1.9		2.0		1.5		1.5		1.6
6		8		11		10		9		9		7		7		8

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1	v	0.1	^	0.4		0.8		1.1		1.2		1.4		1.4		1.2
1	v	1	^	2		4		5		6		7		6		6

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3		1.5		1.8		1.9		2.0		2.2		2.2		2.4		2.4
15		12		10		9		9		10		10		11		11

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8		0.8		0.8		0.8		0.9		0.8		0.9		0.9		0.9
9		6		5		4		4		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WORLD NEWS-MORN-615A, ABC, (6:15-6:30)  
(2) ABC WORLD NEWS-MORN-645A, ABC, (6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.2	21.3	21.3	21.7	21.9	22.6	23.8	24.8	25.2	25.9	27.1	27.7	27.2	27.2	26.2	26.3	26.6	27.0

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

2,450  
2.8  
13  
2.7

2.8

2,110  
2.4  
11  
2.4

2.3

2,110  
2.4  
10  
2.3

2.4

3,330  
3.8  
15  
3.7

3.9

5,880  
6.6  
24  
6.1

6.6

6.4 \*  
23 \*  
6.6

6.8

6.9 \*  
25 \*  
7.0

6.8

6.010  
6.8  
26  
6.7

6.8

6.9 \*  
26 \*  
7.0**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

← YOUNG AND THE RESTLESS → BOLD AND THE BEAUTIFUL

← AS THE WORLD TURNS →

2,430  
2.7  
13  
2.6

2.8

3,860  
4.4  
20  
4.2

4.6

5,190  
5.9  
26  
5.6

6.1

6,410  
7.2  
28  
6.9

7.2

7.2 \*  
29 \*  
7.4

7.4

7.3 \*  
28 \*  
7.3

5.1

4,550  
5.1  
19  
5.2

5.1

5,530  
6.2  
24  
6.1

6.2

6.2 \*  
24 \*  
6.4

6.4

6.3 \*  
24 \*  
6.3**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

← DAYS OF OUR LIVES →

← ANOTHER WORLD (PAE) →

2,760  
3.1  
15  
3.1

3.2

4,360  
4.9  
23  
4.7

5.1

3,510  
4.0  
18  
3.9

4.0

3,010  
3.4  
14  
3.3

3.5

3,540  
4.0  
16  
3.9

4.1

5,550  
6.3  
23  
6.0

6.1

6.1 \*  
22 \*  
6.2

6.4

6.5 \*  
24 \*  
6.5

4.6

4,040  
4.6  
17  
4.7

4.5

4.5 \*  
17 \*  
4.5**INDEPENDENTS (INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7  
224.4  
204.7  
214.8  
205.5  
215.2  
195.8  
215.5  
215.7  
21**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6  
71.5  
71.7  
81.9  
82.1  
81.7  
61.9  
71.9  
71.8  
7**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0  
50.7  
30.7  
30.7  
30.6  
30.7  
30.6  
20.5  
20.6  
2**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4  
112.3  
112.3  
112.4  
102.6  
102.5  
92.5  
92.9  
112.9  
11**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0  
50.9  
41.0  
41.0  
40.9  
40.9  
30.9  
30.8  
30.8  
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.5	27.3	28.0	29.0	29.8	31.7	33.1	34.7	35.8	37.9	39.4	41.1	45.8	47.7	49.1	50.5

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL (PAE) →

(PAE)

(PAE)

ABC WORLD  
NEWS TONIGHT

6,560															8,750	
7.4	7.3	*		7.5	*										9.9	
27	27	*		26	*										20	
7.3	7.4	7.5	7.5												9.6	10.1

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT (PAE) →

CBS EVENING  
NEWS-RATHER

5,250															8,950	
5.9	5.8	*		6.0	*										10.1	
21	22	*		21	*										21	
5.8	5.8	6.0	6.0												10.0	10.2

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← SANTA BARBARA →

NBC NIGHTLY  
NEWS

3,400															7,690	
3.8	3.8	*		3.9	*										8.7	
14	14	*		14	*										18	
3.8	3.8	3.8	4.0												8.7	8.7

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.2		7.4		8.0		9.3		10.8		12.1		13.2		14.2	
23		26		26		28		29		30		28		29	

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9		2.2		2.3		2.7		3.1		3.3		3.0		3.3	
7		8		8		8		8		8		6		7	

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.6		0.5		0.8		1.0		1.0		1.0		1.2		1.2	
2		2		3		3		3		3		2		2	

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2		3.5		4.0		4.3		3.9		4.0		4.6		5.3	
12		12		13		13		11		10		10		11	

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8		0.8		0.7		0.8		1.0		1.1		1.4		1.6	
3		3		2		2		3		3		3		3	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.9	9.0	10.0	12.1	14.1	16.7	18.9	21.6	24.2	25.9	26.4	26.8	27.2	28.2	28.0	28.5	28.4	28.5
<b>ABC TV</b>					LITTLE CLOWNS-HAPPYTOWN		ALL NEW POUND PUPPIES		MY PET MONSTER		LITTLE WIZARDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY & TWEETY SHOW	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,150		2,130		3,460		3,280		3,540		4,250		4,080	
SHARE AUDIENCE %					1.3		2.4		3.9		3.7		4.0		4.8		4.6	
AVG. AUD. BY 1/4 HR					8		12		15		14		14		17		16	
					1.0	1.5	2.0	2.9	3.5	4.2	3.6	3.7	3.9	4.1	4.8	4.9	4.4	4.7
<b>CBS TV</b>					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,950		3,460		4,520		4,870		5,320		3,630		3,900	
SHARE AUDIENCE %					2.2		3.9		5.1		5.5		6.0		4.1		4.4	
AVG. AUD. BY 1/4 HR					14		19		20		21		22		15		15	
					1.9	2.4	3.5	4.2	4.9	5.3	5.6	5.5	5.9	6.1	4.3	3.9	4.3	4.5
<b>NBC TV</b>					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000) & %)					3,010		3,810		4,700		5,230		4,700		4,340		3,810	
SHARE AUDIENCE %					3.4		4.3		5.3		5.9		5.3		4.9		4.3	
AVG. AUD. BY 1/4 HR					22		21		21		22		19		17		16	
					3.0	3.8	4.0	4.6	5.2	5.4	5.9	5.9	5.3	5.2	4.7	5.1	4.5	4.2

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	2.7		3.1		3.8		4.2		4.3		5.2		5.8		6.8		7.1	
SHARE AUDIENCE %	32		28		25		21		17		20		21		24		25	

**SUPERSTATIONS**

AVERAGE AUDIENCE	0.9		1.2		1.3		1.4		1.2		1.4		1.2		1.6		2.0	
SHARE AUDIENCE %	11		11		8		7		5		5		4		6		7	

**PBS**

AVERAGE AUDIENCE	0.1	✓	0.3	^	0.6	^	0.8		1.2		1.3		1.0		1.3		1.2	
SHARE AUDIENCE %	1	✓	3	^	4	^	4		5		5		4		5		4	

**CABLE ORIG.**

AVERAGE AUDIENCE	1.7		2.0		3.2		3.8		4.6		4.1		4.6		4.6		4.7	
SHARE AUDIENCE %	20		18		21		19		18		15		17		16		17	

**PAY SERVICES**

AVERAGE AUDIENCE	1.3		1.5		1.7		1.8		1.9		2.2		2.4		2.7		2.5	
SHARE AUDIENCE %	15		14		11		9		8		8		9		10		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.7	28.6	28.0	28.6	28.5	27.9	28.0	28.7	28.7	28.3	27.9	28.7	29.2	29.3	30.2	30.5	31.1	30.6

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FLINTSTONE  
KIDSANIMAL CRACK-  
UPS

HEALTH SHOW

(1)

WORLD PRO  
SKIING  
CHAMPS.PRO BOWLERS TOUR  
(3:00-4:34)(PAE)

3,630		2,660		1,680		1,950							1,330		3,720			
4.1		3.0		1.9		2.2							1.5		4.2		3.5 *	4.3 *
14		11		7		8							5		13		11 *	14 *
4.1	4.1	3.1	2.9	2.0	1.8	2.0	2.4						1.5	1.4	3.3	3.7	4.1	4.4

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

DENNIS THE  
MENACE

TEEN WOLF

GALAXY HIGH  
SCHOOL

3,540		3,460		3,370														
4.0		3.9		3.8														
14		14		13														
3.9	4.0	3.8	3.9	3.8	3.8													

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW ARCHIES

FOOFUR  
(PAE)

I'M TELLING

(2)

NBC MAJOR LEAGUE BASEBALL  
CINCINNATI VS HOUSTON  
ST. LOUIS VS NEW YORK METS  
(1:17-4:34)(PAE)

3,630		2,750		2,040		3,460	5,490											
4.1		3.1		2.3		3.9	6.2			5.3 *		6.1 *		6.7 *		6.5 *		6.5 *
16		12		8		14	21			19 *		22 *		23 *		21 *		21 *
4.1	4.1	3.0	3.2	2.3	2.4	3.9	4.4	5.2	5.4	6.0	6.2	6.7	6.8	6.5	6.6	6.5	6.5	6.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

7.2		7.1		7.4		7.3		8.0		7.4		8.0		7.6		8.4		
25		25		26		26		28		26		27		25		27		

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1		2.0		2.0		2.2		2.4		2.5		2.7		2.6		3.0		
7		7		7		8		8		9		9		9		10		

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6		1.3		1.3		1.8		1.4		1.3		1.5		1.4		1.2		
6		5		5		6		5		5		5		5		4		

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9		5.3		5.5		5.3		5.1		5.0		5.5		5.9		5.4		
17		19		20		19		18		18		19		19		18		

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.4		2.5		3.0		2.8		2.9		2.8		2.9		3.1		
8		8		9		11		10		10		10		10		10		

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND SPECIALS, JACK AND THE BEANSTALK, ABC, (1:00-1:30), (R)  
(2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:00-1:17)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	31.2	31.3	31.5	32.1	32.8	33.5	34.2	34.4	35.6	37.0	38.2	39.7						

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

PRO BOWLERS  
TOUR  
(3:00-4:34)(PAE)

← ABC WIDE WORLD-SPORTS SAT  
(4:34-6:00)(PAE) →

ABC WRLD NEWS  
TONIGHT-SAT

			3,720										5,850					
	5.0	* 4.2	4.1	*		3.9	*		4.6	*			6.6					
%	16	* 12	13	*		11	*		13	*			16					
%	4.9	5.1	4.2	4.0	3.8	3.9	4.3	4.9					6.4	6.8				

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← HERITAGE CLASSIC-MCI-SAT →

CBS SAT. NEWS-  
SCHEFFER

	3,100												5,490					
	3.5	2.7	*		3.3	*		3.7	*		4.1	*	6.2					
%	11	8	*		10	*		11	*		12	*	15					
%	2.9	2.5	3.1	3.5	3.7	3.8	3.9	4.2					6.2	6.2				

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

(1)

← NBC MAJOR LEAGUE GAME-2  
ATLANTA VS LOS ANGELES  
NEW YORK YANKEES VS MILWAUKEE  
(4:34-7:00)(PAE) →

{																		
			5,320															
		6.6	* 6.0	5.7	*		6.0	*		6.3	*		6.2	*		5.8	*	
	%	21	* 17	18	*		18	*		18	*		17	*		15	*	
%	6.6	6.7	5.6	5.9	6.1	5.9	6.3	6.3	6.2	6.2	6.1	5.5						

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.9		9.7		9.9		10.8		10.0		11.8	
28		31		30		31		28		30	

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2		3.3		3.0		3.0		2.6		3.5	
10		10		9		9		7		9	

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3		1.6		1.8		2.0		2.1		1.6	
4		5		5		6		6		4	

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.7		6.1		6.7		6.9		5.8		5.4	
18		19		20		20		16		14	

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6		2.4		2.6		2.2		2.3		2.5	
8		8		8		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000  
(1) NBC MAJOR LEAGUE BASEBALL, CIN VS HOUSTN/ST. LOUIS VS NY MET, (PAE), NBC, (1:17-4:34)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.4	7.6	8.8	9.7	11.9	14.2	16.1	17.9	20.3	22.0	23.2	24.6	25.1	26.1	26.4	26.2	26.2	27.2

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

1,150  
1.3  
5  
1.4

1.3

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

← SUNDAY MORNING →

FACE THE NATION

3,190  
3.6  
15  
2.9

3.3  
15  
3.7

\*  
\*  
3.7

3.6  
14  
3.5

\*  
\*  
3.9

4.0  
15  
4.1

\*  
\*  
2.7

2,300  
2.6  
10  
2.5

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← SUNDAY TODAY →

→ MEET THE PRESS

2,130  
2.4  
13  
1.8

2.0  
14  
2.2

\*  
\*  
2.5

2.6  
14  
2.8

\*  
\*  
2.6

2.6  
12  
2.6

\*  
\*  
2.4

1,950  
2.2  
9  
2.1

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5  
36

2.9  
32

4.0  
31

5.2  
31

6.5  
31

7.5  
31

7.9  
31

9.1  
35

9.3  
35

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.6  
9

0.9  
10

1.2  
9

1.7  
10

2.2  
10

2.6  
11

2.6  
10

2.7  
10

2.8  
10

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1  
1

0.2  
2

0.8  
6

1.3  
8

1.4  
7

1.5  
6

1.5  
6

1.7  
6

1.8  
7

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4  
20

2.3  
25

2.7  
21

3.7  
22

4.3  
20

5.4  
23

5.8  
23

5.9  
22

5.7  
21

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3  
19

1.4  
15

1.7  
13

1.8  
11

2.3  
11

2.5  
10

2.8  
11

2.8  
11

2.5  
9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.6	27.8	27.4	28.3	29.2	29.4	28.7	29.1	29.4	30.6	30.8	31.8	32.9	33.4	33.1	33.0	33.0	33.2

## ABC TV

←THIS WEEK-DAVID BRINKLEY→

MCDONALD ALL-AMER BSKTBL

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	3,190								1,510									
%	3.6	3.2 *			4.0 *				1.7	1.8 *		1.6 *		1.5 *		1.6 *		1.8 *
%	13	11 *			14 *				5	6 *		5 *		5 *		5 *		5 *
%	3.1	3.4	3.8		4.2				1.8	1.8	1.8	1.5	1.4	1.6	1.6	1.5	1.8	1.8

## CBS TV

NBA ON CBS  
LA LAKERS VS HOUSTON ROCKETS  
(1:00-3:31)(PAE)

(1)

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{							4,430										4,340	
%							5.0	4.3 *		5.0 *		4.7 *		5.2 *		5.8 *	4.9	3.9 *
%							16	15 *		17 *		15 *		16 *		18 *	14	12 *
%							4.0	4.6	5.0	5.1	4.5	5.0	5.1	5.3	5.8	5.9	4.1	3.8

## NBC TV

US MOTORCYCLE GRAND PRIX

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{															2,480			
%															2.8	2.5 *		3.1 *
%															8	8 *		9 *
%															2.4	2.6	3.1	3.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.4		11.1		11.4		10.0		10.4		11.5		12.0		11.3		12.2
38		40		39		35		35		37		36		34		37

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.3		3.4		3.6		2.8		2.9		3.1		3.3		3.2		3.4
12		12		12		10		10		10		10		10		10

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7		1.4		1.6		1.5		1.8		1.4		1.5		1.3		1.4
6		5		5		5		6		4		5		4		4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.4		5.9		6.5		6.5		6.3		6.9		7.2		7.0		6.9
19		21		22		22		21		22		22		21		21

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5		2.2		2.1		2.3		2.2		2.3		2.0		2.1		2.4
9		8		7		8		7		7		6		6		7

U.S. TV HOUSEHOLDS: 88,600,000  
(1) HERITAGE CLASSIC-MCI-SUN,(PAE),CBS,(3:31-6:00),(S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.4	33.5	33.7	34.0	34.3	36.0	37.3	38.3	40.0	41.5	42.1	44.0						
<b>ABC TV</b> AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← <b>TOYOTA GRAND PRIX (4:00-6:04)</b> → <b>ABC WRLD NEWS TONIGHT-SUN</b>																		
	1,950											4,520						
	2.2	1.7 *		2.0 *		2.2 *		2.6 *				5.1						
	6	5 *		6 *		6 *		7 *				11						
	1.6	1.8	2.1	2.0	2.1	2.3	2.5	2.8	3.5			5.2	5.0					
<b>CBS TV</b> AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← <b>HERITAGE CLASSIC-MCI-SUN (3:31-6:00)(PAE)</b> → <b>CBS EVENING NEWS-SUNDAY</b>																		
									5,850									
		4.2 *		4.8 *		5.2 *		6.2 *	6.6									
		13 *		14 *		15 *		16 *	15									
	4.2	4.3	4.6	5.0	5.1	5.4	6.0	6.4	6.4	6.9								
<b>NBC TV</b> AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
← <b>SPORTSWORLD</b> → <b>NBC NIGHTLY NEWS-SUN</b>																		
	3,900											6,730						
	4.4	4.0 *		4.2 *		4.3 *		5.1 *				7.6						
	13	12 *		12 *		12 *		13 *				17						
	3.9	4.0	4.0	4.3	4.2	4.5	4.8	5.4				7.5	7.6					

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.5		11.4		11.8		12.5		12.8		12.4
SHARE AUDIENCE %	37		34		34		33		31		29

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.6		2.8		2.7		3.3		3.6		3.0
SHARE AUDIENCE %	11		8		8		9		9		7

**PBS**

AVERAGE AUDIENCE	1.1		1.2		1.3		1.4		1.3		1.4
SHARE AUDIENCE %	3		4		4		4		3		3

**CABLE ORIG.**

AVERAGE AUDIENCE	7.0		7.8		7.3		6.6		6.6		6.5
SHARE AUDIENCE %	21		23		21		17		16		15

**PAY SERVICES**

AVERAGE AUDIENCE	2.5		2.5		2.6		3.2		4.0		4.5
SHARE AUDIENCE %	7		7		7		8		10		10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.